AI Integration at AGC of Missouri:

A Case Study

28.3% TIME SAVINGS

on tasks where AI was used.

AGC of Missouri, the leading association representing commercial construction professionals across the state, partnered with GCM to provide its internal staff with a dedicated AI training and implementation program. The goal was to streamline internal operations, increase task efficiency, and equip staff with practical AI workflows they could use immediately in their day-to-day work.

STRATEGIC Approach

Recognizing AI's potential to increase efficiency and reduce time spent on repetitive tasks, AGC of Missouri engaged GCM to deliver a hands-on, customized training for staff. Rather than offering a one-size-fits-all approach, GCM led a collaborative discovery process to identify the highest-impact opportunities for AI within the team's existing workflows.

The training was designed specifically for association professionals, ensuring that the tools and strategies introduced aligned with AGC of Missouri's communication, engagement, and operational needs.

AI IMPLEMENTATION & IMPACT

Through GCM's expert-led training and implementation, AGC of Missouri staff quickly integrated AI into their daily responsibilities—delivering measurable gains in productivity, clarity, and efficiency.

Time Savings

50%

of the team reported saving **at least 21–40% of their time** on AI-assisted tasks.

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indicated savings of **11–20%**, while others experienced **over 40% time saved.**

28.3%

average time savings on tasks where AI was used, as reported by staff members.

Increased Task Completion

1. One-third of respondents noted a **10–20% increase** in the number of tasks completed per day or week.
2. Another third said that while their task volume hadn't increased, AI significantly improved their workflow and ease of execution.
3. One respondent reported completing over **40% more tasks** with AI.
4. On average, participants reported a **13.3% increase in task completion.**

Operational Efficiency

AI quickly became a valuable assistant in a range of workflows, including:

1. **Member Communication & Engagement:** Staff used AI to draft personalized emails, newsletters, and other communications with speed and consistency.
2. **Marketing & Social Media Content Creation:** AI helped adapt long-form content into platform-specific messages and visuals.
3. **Meeting Notes & Follow-Ups:** AI tools streamlined the process of summarizing meetings, capturing action items, and generating follow-up messages.
4. **Legislative & Regulatory Review:** AI supported the summarization of bills, contracts, and key documents for easier review and internal distribution.
5. **Training Content & Graphic Updates:** Team members used AI to help revise internal resources and improve visuals more quickly.
6. **Data Insights & Renewals:** AI was also used to analyze engagement data and streamline member renewal processes.

Impact of AI Removal

When asked how much longer their tasks would take without AI:

1. Half of respondents estimated their work would take **11–25% more time.**
2. One respondent estimated a **50%+ increase in time** - demonstrating how quickly AI had become essential to their workflow.

STAFF FEEDBACK & ADOPTION

AGC of Missouri staff shared strong, positive feedback about their AI experience:

"AI has opened many doors to improving communication with our current members. It's helped me find innovative ways to reach out to nonmembers as well."
"The quick creation of information and graphic design has been a major time-saver."

> "The power and usefulness of AI is impactful - even older Baby Boomer types like me recognize the benefits."

CONCLUSION

Through GCM's customized training and implementation support, AGC of Missouri staff integrated AI into their daily operations with confidence and clarity. The result was significant time savings, streamlined internal workflows, and measurable productivity gains—without requiring advanced technical skills.

This case study highlights how even small, focused AI adoption within an association's internal team can unlock immediate operational benefits and help staff do their work better, faster, and with greater impact.

About GCM

GCM is the global agency committed to helping organizations—spanning SMBs, nonprofits, and chambers of commerce—leverage cutting-edge AI technology for greater efficiency and impact. Through interactive workshops and tailored strategies, we empower businesses to harness AI, driving measurable outcomes and fostering sustainable growth.

Efficiency.
Innovation.
Growth.

For construction companies and other organizations looking to transform their operations with AI, GCM offers the expertise and tools to lead the way.

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