

MEET THE MAESTROS

Meet the Maestros: Basar Gider Head of Strategy and Transformation

In this episode of Sensei Labs' "Meet the Maestro" series, Jay Goldman interviews Basar Gider, Head of Strategy and Transformation

Jay Goldman July 31, 2025



Meet the Maestros: Basar Gider on AI-Powered Transformation at Scale in Construction

In today's rapidly evolving industries, innovation is no longer a luxury. It is a necessity. In a recent Meet the Maestros conversation, Jay Goldman sat down with Basar, a transformation leader in the construction sector, to explore how organizations can maintain clarity and momentum as markets shift, technologies evolve, and expectations rise.

Watch: [Meet the Maestros: Basar Gider](#)

Basar's perspective is clear. Without innovation, business strategy stalls. Innovation is not just a differentiator. It is the engine that drives value creation, speed, and cost efficiency. It also supports broader goals such as sustainability and human-centered progress. Innovation as a North Star. For Basar, innovation is a long-term compass. It remains constant no matter how the world changes. He outlines three guiding principles for any organization navigating a complex transformation: stay innovative, stay sustainable, and stay human-centric. These North Stars help companies remain focused through uncertainty.

While some companies pause innovation efforts under pressure, Basar believes that transformation becomes even more important in those moments. Innovation creates resilience. It helps organizations support their customers in better, faster, and more cost effective ways.

Why Innovation Often Stalls in Traditional Industries

Despite its importance, many organizations struggle to sustain innovation over time. Basar identifies several common blockers, particularly in large or traditional industries like construction:

- Legacy mindsets and outdated processes
- Short term pressures that distract from long term value
- Cultural resistance to change
- Disconnected systems and fragmented visibility

To overcome these challenges, Basar advocates for transformation strategies that blend digital enablement with strong human leadership.

Key Insights from the Conversation

1. **Innovation must be a continuous priority:** Organizations cannot afford to treat innovation as a project. It must be embedded into how they operate and make decisions.
2. **Innovation should always connect to customer value:** The best innovations are the ones that help customers achieve better outcomes. That could mean saving time, improving quality, or lowering costs.
3. **Sustainability is a competitive advantage:** Rather than seeing it as compliance, organizations should embrace sustainability as a lever for performance and leadership. When powered by digital tools and clear governance, it can unlock meaningful results.
4. **People are the engine of transformation:** No transformation is successful without the right people behind it. Investing in capability building and empowering teams is essential for long term innovation.

The Future of Transformation Leadership

As the construction industry evolves, so must the mindset of its leaders. Basar believes organizations that stay committed to innovation, sustainability, and people centric leadership will be the ones that define the future of the sector.

Transformation will increasingly depend on cross functional coordination, real time data, and a commitment to long term value. That shift requires strong leadership and a clear sense of purpose. Conclusion Transformation is no longer a one time initiative. It is a continuous way of operating.

As Basar shares, the organizations that thrive will be those that remain bold, human, and focused on what truly matters. Innovation. Sustainability. People. These are not just principles. They are strategies for success in a world that never stops changing.

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Frequently asked questions

What should guide a transformation program when markets and technology keep changing?

Basar Gider, Head of Strategy and Transformation in the construction sector, uses three fixed principles he calls North Stars: stay innovative, stay sustainable, and stay human-centric. Because they don't move when conditions do, every major decision in the program can be tested against them, which keeps teams aligned when the details are uncertain.

Should companies pause innovation during a downturn?

No. Basar's view is that innovation matters most under pressure, because it's what builds resilience — serving customers faster and at lower cost when margins tighten. Organizations that cut it in a downturn tend to come out of it further behind competitors that didn't.

Why is transformation harder in construction and other traditional industries?

Four blockers compound: legacy mindsets and processes, short-term project economics that crowd out long-term value, cultural resistance to changing how work gets done, and disconnected systems that leave leaders without a shared view. Basar's answer is to pair digital enablement with strong human leadership rather than relying on either alone.

Is sustainability a cost or a lever in a transformation program?

A lever, when it's treated as one. Basar argues sustainability becomes a competitive advantage when backed by digital tools and clear governance, because it forces better data, longer planning horizons, and more disciplined decisions — the same things that make any transformation succeed.

How do you tell a real innovation from a technology project?

Trace it to an outcome a customer would notice: time saved, quality improved, or cost reduced. Basar's rule is that every initiative should connect to customer value in those terms; if it can't be described that way, it's a technology project, and it's the first thing cut when priorities shift.

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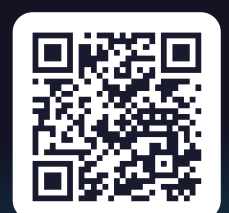


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