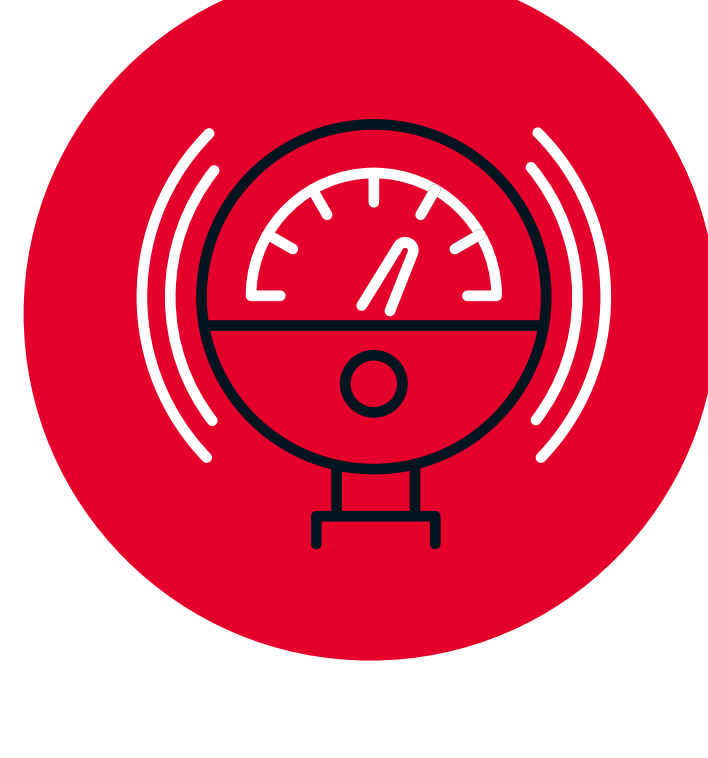


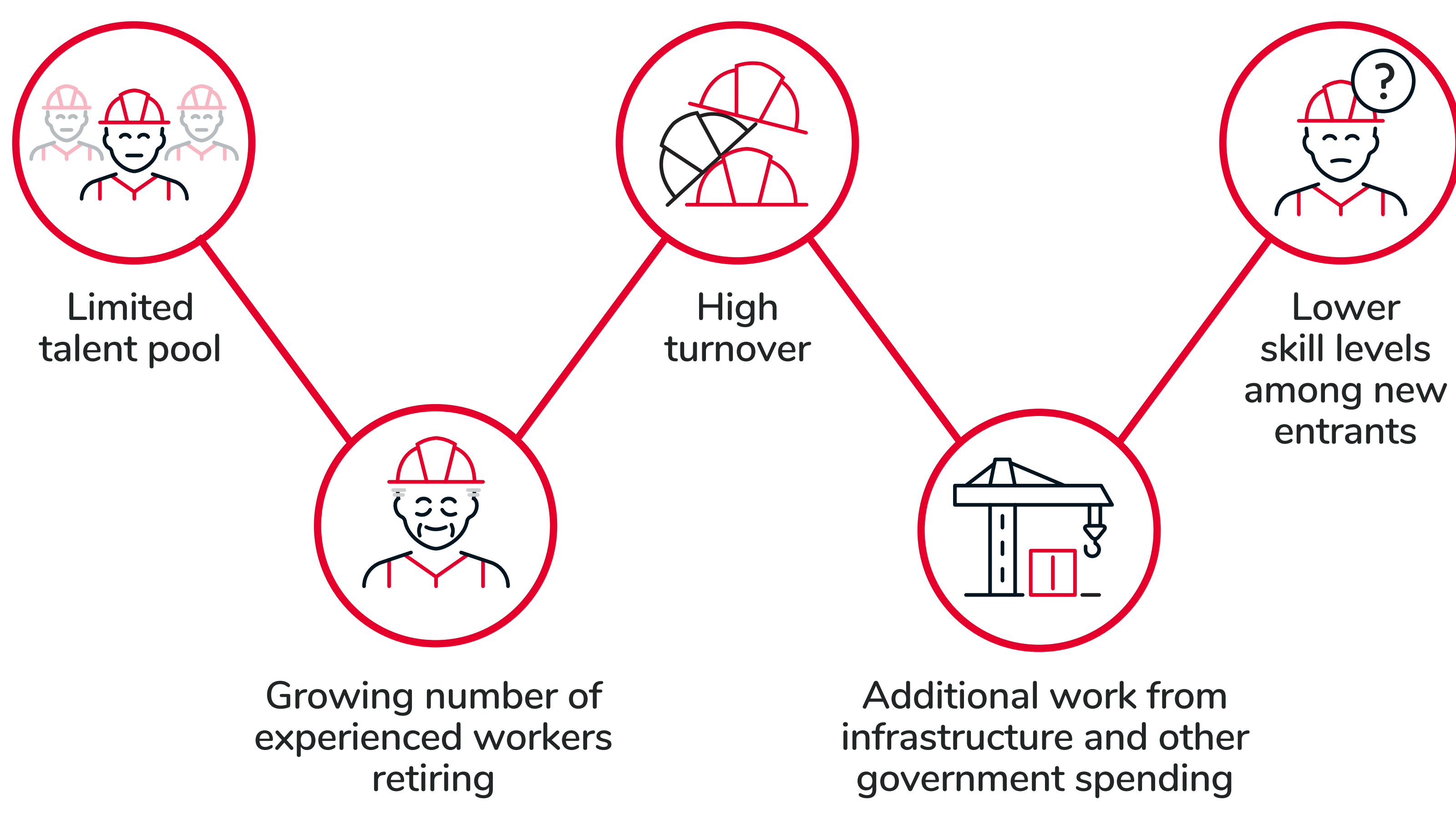
# Addressing Construction's Workforce Challenges with a Whole-of-Firm Approach

Success isn't just HR's responsibility



The construction industry continues to face challenges finding and hiring skilled workers.

The pressure continues to mount with a number of factors contributing to the nationwide construction workforce shortage:



Traditionally, workforce management has fallen almost exclusively to HR.

But success in recruiting and retention requires support from leadership and front-line staff too.

The best way to address workforce shortages is collaborative and comprehensive, where key stakeholders from across the organization participate in these suggested measures from

## **The Whole-of-Firm Approach: A New Paradigm for Construction Workforce Development**



### **Leadership in the C-Suite**

- ❖ Partner to recruit from non-traditional pools of possible workers.
- ❖ Build stronger relationships with construction education institutions to improve the quality of candidates and support recruitment efforts.
- ❖ Make career trajectories clear, flexible and transparent to better retain current and future workers.
- ❖ Define, share and live the core values of your firms to retain workers.
- ❖ Align with HR to implement an integrated, enterprise-wide approach to reach workforce goals.



### **HR Team Members**

- ❖ Build new recruiting partnerships.
- ❖ Embrace new ways of supporting your current workforce.



### **Frontline Teams and Managers**

- ❖ Encourage project personnel to get involved in workforce development.
- ❖ Be comfortable with new workers and new ways for them to work.
- ❖ Make your jobsites more welcoming for new workers. Connect your people with the broader firm.

Interested in more details on these tactics and techniques, plus examples of firms that are successfully tackling construction workforce challenges?



Read the full report [here](#).

### **Want to be part of the conversation?**

Mark your calendar to join us October 20-22 in Denver, Colorado for the 2024 National Construction Industry HR & Workforce Development Conference.

Visit [workforce.agc.org](http://workforce.agc.org) to learn more