



But even with millions of potential new employees in training, it's still not enough to cover the shortfall left by experienced workers retiring or leaving the industry. A recent survey by Procore, in partnership with Dodge Data & Analytics, found that a hefty one-third of specialty contractors worldwide are planning to retire in the next five years.

Add in the half-million-worker deficit, and you can see why




Considering the potential burden of student loan debt, trade education and apprenticeships are increasingly enticing. In fact, while college enrollment has increased since 2000, so has the number of students attending trade school.

more successful. That's especially true when there's so much opportunity out there.



efficient to keep the employees you have and enhance their skills and productivity. According to LinkedIn, more than 90% of employees would stay at a company longer if it invested in their learning and development. Offering skills and career training not only attracts more skilled, productive employees, but it also gives you a competitive advantage over companies that don't.

And you don't need to go it alone. The industry has strong associations that work hard to cultivate interest and training in construction and connect prospective workers with open jobs. If you identify and take advantage of resources and programs available to you, you are more likely to find those few good people you need to grow your business. 

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## Don't Reinvent the Wheel

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You might be one company among thousands, but you aren't alone. Construction associations are hard at work on a national, state, and local level to encourage new people to enter the industry and to help members recruit and retain them.

Among other initiatives, some associations offer robust apprenticeship programs and have student chapters across the country helping to create the next generation of construction leaders.

Others hold annual workforce summits where construction workforce development experts share new ideas and best practices.

On the local level, others have established resources and programs that educate young people and parents about opportunities and connect potential employees to open positions with member companies.

"Given the current challenges, it's clear that partnership is important to bring the next generation of the workforce into construction," says Kris Lengieza, vice president of global partnerships and alliances at Procore. "As an industry, we need to work smart and work together."

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## Move in the Right Direction

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The construction workforce shortage can seem daunting if you look at the raw numbers. But break it down to what you can do in your own company, and it's more manageable. Understand what drives today's employees and potential hires, and create a viable plan to make your company one people want to work for. Your culture and your workforce development approach are entirely within your power to create and maintain.

