

Eight Strategies to Attract Millennials to the Construction Industry

Do you have big plans for 2019?

Do you hope to grow, innovate, and increase revenues? Then you will want to read on.

It's no secret the building industry is finding it hard to attract millennials. And it doesn't help that there are nearly a quarter of a million open construction jobs in the US, and builders are finding it harder and harder to fill critical positions.

According to the [Pew Research Center](#), millennials (Gen Y) are now the largest population in the country. By 2020, they will make up more than half of the entire workforce population! And Gen Z is right behind them.

According to the [Bureau of Labor Statistics](#), in 2015, less than 10% of those in the construction workforce were in their 20's, and the majority of



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of San Diego County
Sales & Marketing Council**

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C O N T I N U E D

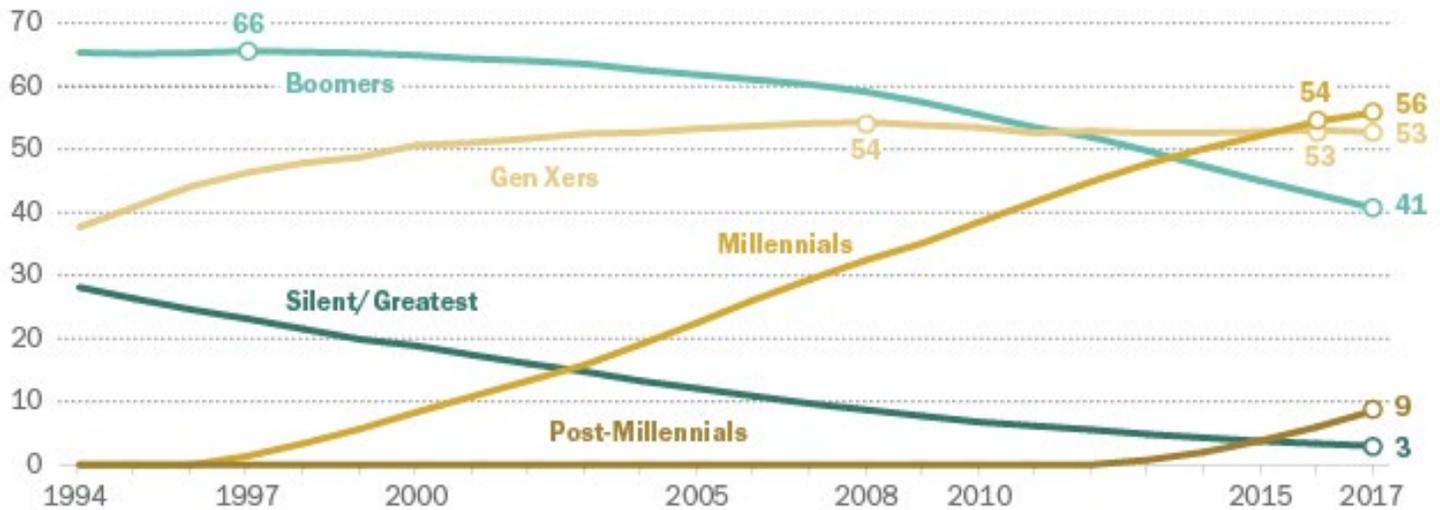
the current construction workforce is retiring. How will you continue to fill important roles when the younger workforce isn't entering the industry?

Millennials are looking for a workplace that has developed a culture that attracts, retains, and motivates high quality employees. Whether you like it or not the new workforce is younger and more diverse than ever, so you need to know what it will take to attract and keep them.

The competitive world of recruiting, hiring and onboarding "A" level talent is ever changing, and if you're not up to speed with the needs and desires of this new, highly diverse workforce you will not attract, or keep the best of the best!

Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

What is your brand and market reputation?

This new generation is looking to work for a company that is at the top of their game. A company that people want to work for. A company that pays attention to the desires, needs and futures of their employees. Do you offer opportunities for personal growth, career development, and a chance to learn new skills? Does your company culture embody diversity, transparency, trust and integrity? Are you with a company that empowers women? This is the future of the workplace.

A culture-centric company is key to attracting and retaining talent and to implementing employee engagement programs. Building a strong employer brand, or public image, is critical.



What does your brand culture say about you?

From recruiting to interviewing to the moment a new hire walks through your office doors, they need to feel welcome and a part of the team.

Besides offering a 401K and health insurance, offer other perks, benefits, and accommodations such as having a dog friendly environment, free gym and

spa memberships, more paid time off, flexible schedules and the opportunity to work remotely, just to name a few.

In fact, in the [2018 Deloitte's Millennial Study](#), the number one reason millennials leave a job is lack of flexibility. They want free-lance flexibility with full-time stability.



The number one reason millennials leave a job is lack of flexibility.

Happy cows make better ice cream

Attracting millennials to the building industry is only step one.

You need to encourage commitment and loyalty. Once an employee's needs are filled, commitment and loyalty occur naturally.

To establish a focused and engaged workforce, consider implementing these eight, highly effective strategies:

1

Offer Personalized and Meaningful Rewards and Recognition

You should already be recognizing your people for a job well done. This is critical to retaining a committed and loyal workforce. When an employee feels supported and understood, they perform at a higher level and feel like participants in their company's success.

Giving your employees a voice and more power in corporate decisions ensures loyalty and will create a strong reputation for employee advocacy.

78%

Percentage of employees say being recognized motivates them to perform at a higher level

Officevibe



2

Develop A Holistic Company Culture

A company's mission and values should encompass trust, mutual respect, open dialogue, a shared vision, transparency, kindness, a higher purpose, recognition and rewards. And most of all, honesty.

This new workforce is not choosing a job just because of the size of their paychecks, but for a worthwhile mission and a promising team to join.



3

Engage in Community Outreach & Social Responsibility Programs

According to [Glassdoor](#), 64% of millennial's say it is a priority to make the world a better place. This new generation of employees want to work for a socially conscious company. One that gives back to the community by supporting non-profit programs, for example. Be a company that not only does well... but does good.

According to Fortune it is now imperative to invest in your people, future talent, environmental impact, and long-term business priorities. ***Great companies inspire their employees to give back.*** Any size company can offer time off for volunteering or partnering with community groups or nonprofits. Social and environmental corporate responsibility is a must if you want to keep your "A" players.



4

Google offers its employees one of the most comprehensive wellness programs, featuring unique benefits including massage chairs, climbing walls and bicycles to support campus-wide travel. (AP Photo/Ben Margot)

Create Strong Corporate Wellness Programs

A [Forbes](#) article states that 70% of companies in the US offer wellness programs. There is a direct connection between what you do for a living and your health. Mentally, physically, and spiritually.

A study by [Harvard Business Review](#) reports that organizations with highly effective wellness programs have a 9% turnover rate. Companies without an effective wellness program have a 15% or higher turnover rate. Many companies are now trending toward holistic wellness programs that go above and beyond by including standing desks, financial fluency, mental health support and mindfulness.

15%

Percentage of companies without an effective wellness program have a 15% or higher turnover rate.

The “epidemic of rudeness”, or callousness in the workplace is responsible for a whole host of health problems among Americans. In 2015 the [Harvard School of Public Health](#) concluded that stressful jobs

were just as bad for your health as smoking, drinking and obesity. Being kind to your employees is actually good for their health and your bottom line!

5

Design Individual Career Paths and Ongoing Mentorship, Training and Coaching Programs

Employees want a chance to grow within their company. Offer a customized career path where each of your employees can progressively increase their knowledge, skills and competencies. Promote from within whenever possible. Give your existing employees the chance to shine and grow professionally before you look for talent outside.

6

Offer Unique and Thoughtful Gifts, Perks and Benefits

- › Gifts on special occasions
- › Free Espresso, drinks and snacks
- › Reserved parking spots
- › New and creative job titles
- › Offsite entertainment events
- › Family picnics
- › Creative work spaces
- › Personalized rewards



7

Implement Cutting Edge Technology Platforms

Millennials expect cutting edge technology. So, another key to attracting the best talent is a company's reputation as a digital leader. According to Forbes, forty percent of survey respondents said they've left a job where they didn't have access to the latest digital tools, and 58% said they would need to find a new job to level up their digital skills.

Implement technologies and invest in strategies for training or re-skilling workers to be digitally competent. Having a corporate intra-net and digital employee engagement platforms that connect employees and offer online training is critical to retaining talent.

A few other effective strategies you can implement to engage your people and reduce burn-out include:

- › Give your employees a true work/life balance, so they can enjoy time with their families. A sign in the Silicon Valley office of Slack says, “Work Hard and Go Home!”
- › Make them take their vacation or time off. Last year 650 million hours of accrued vacation was not used!
- › Give them time to disconnect from technology. Constant engagement with technology diminishes our brains ability to process memory and learning.
- › Design your work space for interaction. Steelcase discovered that only 13% of global workers were highly engaged and highly satisfied with their work environment.

8

Partner with a Construction-Focused Executive Recruiter to Support Your Hiring Needs

There are many myths that hiring managers have about recruiters. They often think that the more recruiters they have working on a search, the more candidates they will receive. The theory is correct.

They will initially, but are they quality candidates? When a recruiter finds out that they are not exclusive, the search turns into a race, throwing resumes your way hoping one will stick. You will get a lot of volume but very little quality.

The majority of “A” level talent out there have many options, and most are likely not actively looking or answering ads. So, the only way to find these elusive gems is through establishing a true business partnership with a seasoned building industry recruiter. One that can offer you much more than just pushing resumes your way. You need someone who intimately understands your culture, your value proposition, your senior leadership and your true desires and needs.

With more millennials taking leadership roles, it’s imperative that businesses have the right employees in place to move gracefully into this new era. And despite the negative reputation many of these workers have received, most Millennials value professional development and are seeking increased career opportunities. Considering the huge impact Millennials are having at work, and in the world, it’s time to embrace this new generation and give them a seat at the table.



Suzanne L. Rey

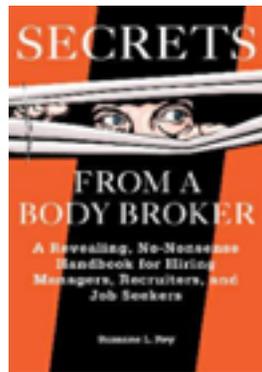
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Meet the Author

Suzanne Rey, Managing Partner, has over twenty-five years of experience as an Executive Recruiter and Training & Development Consultant for the Real Estate Development, Construction, and Renewable Energy industries. Her expertise is in coaching her clients how to attract, recruit, engage, and retain “A” level talent at all levels; as well as how to develop enhanced, holistic employee engagement programs that inspire loyalty, improve productivity, increase profits, and outperform the competition. <https://www.linkedin.com/in/suzannerey>



Suzanne is also a published author of the award winning book “Secrets from a Body Broker - A Hiring Handbook for Managers, Recruiters and Job Seekers”. The book gives you a back stage pass into today’s hiring practices and delivers real world solutions to making solid hiring decisions. Her book can be found at www.Amazon.com, www.BarnesandNoble.com, and The Kindle

Store on Amazon - <http://www.amazon.com/Suzanne-Rey/eB008GF5T4S>

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- Don’t worry about formatting, we’ll do that for you.
- Write about something you know.
- It should be educational, but still engaging.
- 1,000 words is ideal for this purpose.
- Provide citations if referencing other material.
- Provide links.
- Add pictures.
- Provide a Bio and your picture.

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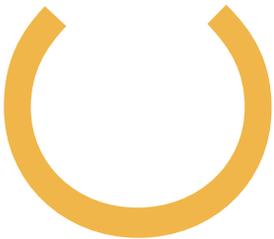
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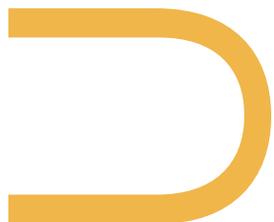


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