

Identifying and equipping a new generation of workers to fill this impending gap is critical to cultivating a thriving construction sector, but that's easier said than done. As recently as 2017, nearly three-quarters of young adults knew the field they wanted to pursue as a career, but just 3% are interested in the trades. There are some good ways to increase that percentage.

First, the construction industry is increasingly tech-driven, helping to attract a generation of workers who have never known a world that wasn't dominated by ubiquitous internet access, highly capable and accessible hardware, and app-driven experiences.

Additionally, many younger workers are disillusioned to expensive four-year college degrees and other barriers to entry to their careers, and they are interested in alternative career paths.

Collaborations with educational institutions to offer workshops, internships, and apprenticeship programs can demystify the construction trades and highlight the potential for growth, creativity, and achievement.

2. OPERATE MORE EFFICIENTLY

About the Author

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