

## Modern Technology Provides the Solution for Recruiting New Employees

Written by: Phil Ogilby, CEO, Stack Construction Technologies

### ATTRACTING QUALIFIED CANDIDATES AND BUILDING A CULTURE TO KEEP THEM

Employees are the backbone of every company, no matter what industry they are in. To create a culture of top-notch results, a company must have high-quality employees at the helm. It takes a companywide effort, from the executives to the bottom line, to make a company successful. To acquire those standout employees, a company must recruit at a high level.

In the construction industry, recruiting is more important now than ever before. In 2021, turnover rates were historically high. According to a Microsoft report, 41% of the global workforce is likely to consider leaving their current employer within the next year. Businesses are like machines that you work on and build up to generate consistent revenue — and when you lose team members, the machine slows down.

Therefore, it's important for businesses to constantly reinforce the importance of internal recruiting. Encouraging employees to apply for new roles creates a path to career growth within the company. It is likely these individuals will stay with the organization longer because they know there are opportunities for more money and new responsibilities. Internal recruiting also means encouraging employees to refer and recruit high-performing candidates outside of the organization that could provide solid results.

While referrals may be a good tool for contractors to identify



potential hires, keeping a prospect's attention could prove to be more difficult. That's where technology begins to play a major role in the modern workforce. With the workforce changing and skewing toward younger generations, the desire for technology could provide the basis for an individual's interest in joining your company.

### Technology & Recruiting

While there are plenty of software programs that can assist human resources (HR) departments in finding the right candidates for a position, the ability to use modern technology while on the job can be a motivating force for potential candidates. For estimators, project managers, and others in charge of getting work done, it's important to offer up-to-date technology solutions for employees to learn and engage with.



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### About the Author

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Phil Ogilby is the CEO at Stack Construction Technologies. A leader in the preconstruction industry, Ogilby began building Stack in 2008. Stack provides a centralized hub where plans, specs, and other construction documents can be stored, evaluated, measured, and shared. Now, Stack has thousands of users worldwide and is the fastest-growing cloud-based solution for takeoff and estimating in the construction industry. Visit [stackct.com](http://stackct.com).

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### About the Article

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