

How To Attract And Retain **Youth** To The **Construction** **Industry**

By Dr. Jon Callegher



What Makes a 'Good' Job?

A 'Good' Job – Common Answers

Financial

- Great Salary, Benefits
- Advancement
- Job Security

Personal

- Fun and Fulfilling
- Good Co-Workers
- Helping People
- Work-Life Balance
- Be Your Own Boss

A 'Good' Job According to Ontario Parents

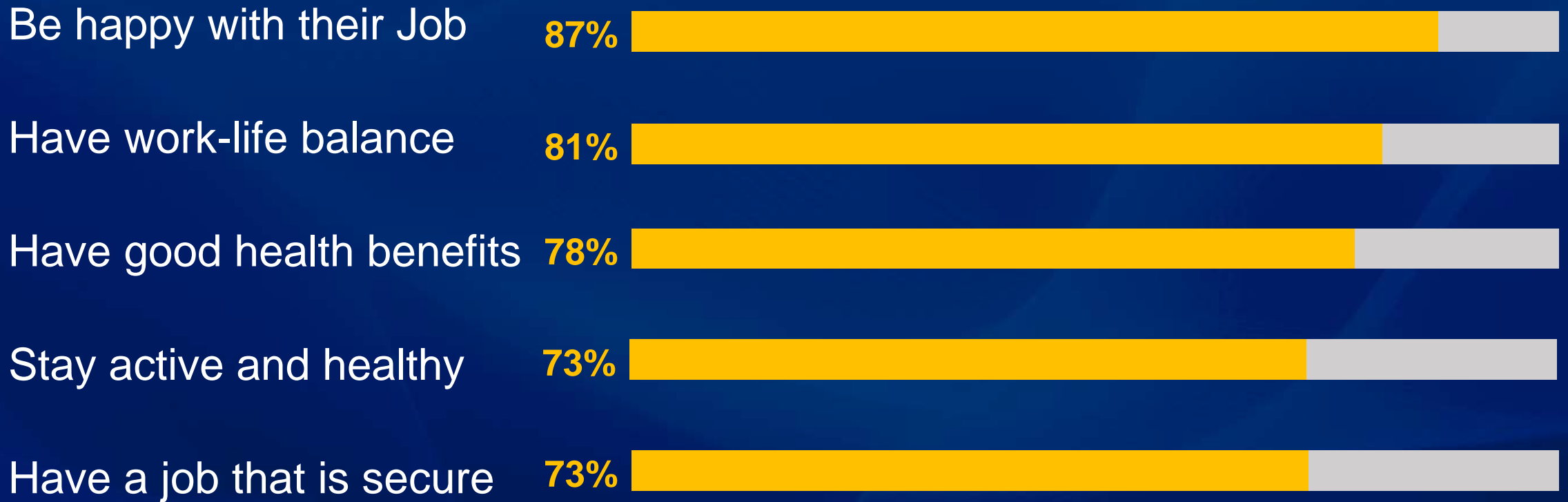


n=500

Source: Job Talks Inc.

WHAT DO PARENTS WANT FOR THEIR CHILDREN?

“VERY IMPORTANT”



“Gig work is not an option.”

“I want my kids have a secure job.”

“The importance of job stability and the ability to work independently.”

“Having an essential job is an important consideration now.”

“I would like my child to have a job that they will not lose during a pandemic.”

AFTER HIGH SCHOOL, I EXPECT MY CHILD WILL GO TO

University  **47%**

College  **23%**

Job Training  **13%**

Apprenticeship  **10%**

Entry-Level Work  **7%**

n=500

Source: Job Talks Inc.

**MORE THAN HALF
OF PARENTS OF
UNIVERSITY-BOUND
CHILDREN
DESCRIBE THEIR
KIDS AS**

**INTERESTED IN MATH
& SCIENCE**

**HAVE PROBLEM-
SOLVING SKILLS**

**EXCELLENT HAND-EYE
COORDINATION**

**CREATIVE & ARTISTIC
SKILLS**

**ENJOY OUTDOOR
ACTIVITIES**

UNIVERSITY
TRAITS ARE
ALSO
SKILLED TRADES
TRAITS

**INTERESTED IN MATH
& SCIENCE**



**HAVE PROBLEM-
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WORKER SATISFACTION GROUPS

The Fulfilled
27%



Square Pegs
11%



Bottom
Runners
26%



The Comfortable
21%



Musketeers
15%



THE DATA DON'T LIE: CONSTRUCTION WORKERS ARE AMONG THE **HAPPIEST** WORKERS



What is Marketing?

Marketing is the process of:

Creating Value
for a target audience

Communicating
Value in the right way

Strengthening Value
through relationships

NETFLIX



Coca-Cola

NETFLIX



Coca-Cola



Juilliard

Harry Potter



TIFFANY & Co.

How to Attract and Retain **Youth** to the **Construction Industry**



1 | Really Understand Your Target Audience

2 | Create a Message that Addresses a Need

3 | Promote Your Message Strategically

4 | Always Be Asking Questions

5 | Maintain Mentorships

1

Really Understand Your Target Audience

- What are their **demographics**?
- What do they **care about most**?
- What do they **aspire to**?
- What **challenges** are they facing?
- How will our sector **make their lives better**?



2

Create a Message that Addresses a Need

- What do we provide in **one or two words**?
- How will we make our audience **feel better**?
- Who on our team needs to be more **positive**?



2

Create a Message that Addresses a Need



Tired



Feeling Alive

2

Create a Message that Addresses a Need



Sitting



Movement and Activity

2

Create a Message that Addresses a Need



Digital



Tactile

2

Create a Message that Addresses a Need



Alone



Belonging / Teamwork

2

Create a Message that Addresses a Need



Anxiety



Mentored / Guided



2

Create a Message that Addresses a Need

- What do we provide in **one or two words**?
- How will we make our audience **feel better**?
- Who on our team needs to be more **positive**?



3

Promote Your Message Strategically

- Where does our target audience **live**?
- What do they do in their **spare time**?
- What **websites** do they frequent?
- Where did our **current employees** find us?
- **Before coming to us**, what were they doing?



Job Talks - House Framer - James Explains How he Came to Run his Own Business

76K views • 3 years ago



Men and Women

Are Different



Positive Emotions Today

Women Compared to Men

Caring	+18%
Grateful	+18%
Blessed	+17%
Love	+17%
Empathy	+16%

n=1,818

Source: Q.i. Value Systems Inc.

Negative Emotions Today

Women Compared to Men

Overwhelmed	+20%
Stressed	+15%
Fatigued	+12%
Worried	+10%
Stuck	+10%
Unconfident	+8%
Insecure	+7%

n=1,818

Source: Q.i. Value Systems Inc.

Positive Personality Traits

Women Compared To Men

Organized	+16%
Helpful	+15%
Neat	+13%
Down-to-earth	+11%
Intuitive	+11%
Loyal	+11%
Hard-working	+10%
Creative	+10%
Independent	+9%
Trustworthy	+9%
Practical	+9%
Reliable	+9%
Perfectionist	+7%

n=1,818

Source: Q.i. Value Systems Inc.

Positive Personality Traits

Men Compared to Women

Diplomatic	+7%
Sporty	+7%
Intellectual	+6%
Professional	+5%
Entrepreneurial	+4%
A Leader	+4%

n=1,818

Source: Q.i. Value Systems Inc.

Values

Women Compared to Men

Being understood and appreciated for who you are	+23%
Not allowing yourself to be disrespected	+20%
Learning to love and accept yourself	+19%
Learning to stand up for yourself, be strong, and be confident	+15%
Being independent and self-reliant	+13%
Having integrity and being true to your word	+13%
Getting back your self-respect and self-worth	+12%
Developing your abilities, skills and talents	+8%
Becoming financially secure	+6%
Having a stable, good paying job	+5%

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Source: Q.i. Value Systems Inc.

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Values

Men Compared to Women

Winning, proving yourself	+10%
Keeping up-to-date with the latest technology	+5%
Becoming an expert in your field	+4%

n=1,818

Source: Q.i. Value Systems Inc.

4

Always Be Asking Questions

- What **prevented** our employees from applying?
- Who or what did they **consult** before deciding?
- Do they **miss anything** about their previous jobs?
- Are they **better off** now than a year ago?
- What are our industry **competitors** doing better than us?



MENTORSHIP MATTERS

- “Lack of a clear career path” is a common reason for leaving most jobs
- How we can **incentivize mentorship** to cultivate **community and loyalty**?



5

Maintain Mentorships

- Do we have a **culture of appreciation**?
- How are we promoting **team building**?
- Are we keeping on top of **training needs**?
- What **growth opportunities** are we providing?
- How can we create and maintain a **mentorship program**?



How To Attract and Retain **Youth** To The **Construction Industry**



Create Value	1- Really Understand Your Target Audience
Communicate Value	2- Create a Message that Addresses a Need
	3- Promote Your Message Strategically
Strengthen Value	4- Always Be Asking Questions
	5- Maintain Mentorships

Thank You | Q&A

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