PREPARING FOR THE INDUSTRY OF TOMORROW

Elevating Workforce Development Strategies
The following CE credits are offered for this session:

**1.0 AIC CPD Credit** | AGC of America has been approved to offer Continuing Professional Development (CPD) credits for qualifying programs by the [American Institute of Constructors](https://www.aic.org) (AIC).

**1.0 SMPS CEU Credit** | AGC of America is approved by the [Society for Marketing Professional Services](https://www.smps.org) (SMPS) to offer SMPS CEUs.

AGC of America is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the [National Registry of CPE Sponsors](https://www.cpesponsorregistry.org).

This session is designated for **1.2 CPE credits** in the field of Personnel/Human Resources.
How to earn CE hours for this session

Participants must:
1. Check in with attendance scanner at the door or in the back of the room.
2. Attend at least 95% of the session.
3. Complete the session and post-program evaluation.

Additional instructions will be emailed to attendees requesting CE credits.

You may contact Jo-Anne Torres, Manager of Professional Development and Continuing Education, at jo-anne.torres@agc.org or call (703) 837-5360 for questions.
Learning Objectives

By the end of this session, participants will be able to:

1. Discuss the components of an effective workforce development strategy.
2. Generate a workforce development message beyond great pay and benefits.
3. Create customized workforce development strategies by applying our unique strengths and values.
4. Explore and share innovative workforce development partnerships.
Steve Malany
President, P&C Construction
Elevating Workforce Development Strategies

Deven Paolo
President, Solid Form
WE ARE APPROACHING A SKILLED LABOR CRISIS
SKILLED TRADE WORKFORCE TO RETIRE IN THE NEXT 5 YEARS
2014 - 2020

DEMAND HAS DOUBLED
SUPPLY IS UP ONLY 14%
747,000

ESTIMATED NEW CONSTRUCTION JOBS BY 2026
H.S. grads who start college
adults who earn a degree
college works well for about 20%
STIGMAS
MISPERCEPTIONS
INFORMATION GAPS
KNOWLEDGE GAPS

IMPACTING WORKFORCE
DEVELOPMENT
PARTNERSHIPS WITH SCHOOLS

FULFILLING CAREERS

BRIDGE THE GAP TO APPRENTICESHIPS

ELEVATE OUR MESSAGE
K-12

WE GO TO SCHOOL
SCHOOLS GO TO WORK
Educator Externship

- 2 WEEK PROGRAM
- $1,000 STIPEND
- COLLEGE CREDIT FOR LESSON PLANS
- PARTICIPATION STARTED WITH 10
- EXPANDED TO 170 PARTICIPANTS
GENERAL CONTRACTOR
PRE-APPRENTICE
PROJECT MANAGER
BUILDING
SUPPLIER
FRONT OFFICE
APPRENTICE
HIGHWAY
MAINT.
ESTIMATOR
PROJECT SUPER
SUB CONTRACTOR
COLLEGE
JOBSITE
ACE MENTORSHIP
SUMMER CONSTRUCTION CAMP
P.A.C.E. MENTORSHIP
GAPS
EDUCATION LACKS INDUSTRY KNOWLEDGE
STEERING STUDENTS AWAY

WORKING WELL
SPEAKING AT SCHOOLS
FIELD TRIPS – JOB SITE AND SHOP TOURS

CONSIDER TRYING
EDUCATOR EXTERNSHIP
INTERNSHIPS / MENTORSHIPS FOR HIGH SCHOOLERS
BUILD PROJECT BASED INTERNSHIPS AND PARTNERSHIPS
GAPS TO APPRENTICESHIPS
Average age entering apprenticeship

28
HVAC SUPPLY HOUSE PRE-APPRENTICESHIP
CAREER BOUND

It’s your life - set it on the right path
GAPS
COLLEGE FOR ALL MINDSET

WORKING WELL
COLLEGE INTERNSHIPS

CONSIDER TRYING
SUPPLIER PARTNERSHIPS
CROSS-INDUSTRY INTERNSHIPS
CAREER BOUND INTERNSHIPS
Career Phase

ELEVATING OUR MESSAGE BEYOND GREAT PAY AND BENEFITS
70% of the American workforce is DISSATISFIED UNFULFILLED
MOST NEGATIVE PERCEPTIONS ARE ABOUT FULFILLMENT
FULFILLMENT

FEELING IN CONTROL

MAXIMIZING POTENTIAL

FINDING PURPOSE
Physiological needs:
food, water, warmth, rest

Safety needs:
security, safety

Belongingness and love needs:
intimate relationships, friends

Esteem needs:
prestige and feeling of accomplishment

Self-actualization:
achieving one’s full potential, including creative activities

Self-fulfillment needs
Motivation 3.0

Motivation 3.0 moves the focus from the “reward-punishment” compliance approach of the 20th century to an “engagement” model that is better suited to workplaces of 21st Century economies.

Motivation 3.0 is a concept of Daniel Pink
WE HAVE THE KEYS TO FULFILLMENT

USE THEM TO ELEVATE OUR MESSAGE
PURPOSE
GROWTH POTENTIAL

MAYBE THE MOST IMPORTANT STIGMA TO OVERCOME
charting your course forward

Think of your Growth Map as your back-pocket resource. Use it to plan the future, track the present, and reflect on the past as you grow in your role at Solid Form.

By seeking out new challenges, you help our whole team rise together.
GAPS
SKILLED TRADE STIGMAS
NO GROWTH POTENTIAL PERCEPTION

WORKING WELL
GREAT PAY AND BENEFITS
GREAT ORGANIZATIONS

CONSIDER TRYING
HIGHLIGHT PURPOSE
HIGHLIGHT GROWTH POTENTIAL
CONTINUE TO FORGE RIGHT-FIT CAREER PATHS
PERSONALIZED GROWTH MAPS
RISING TOGETHER

ELEVATING OUR MESSAGE

CONNECTING OUTSIDE OUR INDUSTRY
GROUP CONVERSATION
RISING TOGETHER
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ELEVATE OUR MESSAGE

FULFILLING CAREERS

PARTNERSHIPS WITH SCHOOLS

BRIDGE THE GAP TO APPRENTICESHIPS

ELEVATE OUR MESSAGE