

Labor shortage woes?

Here are 5 ways to attract top talent.

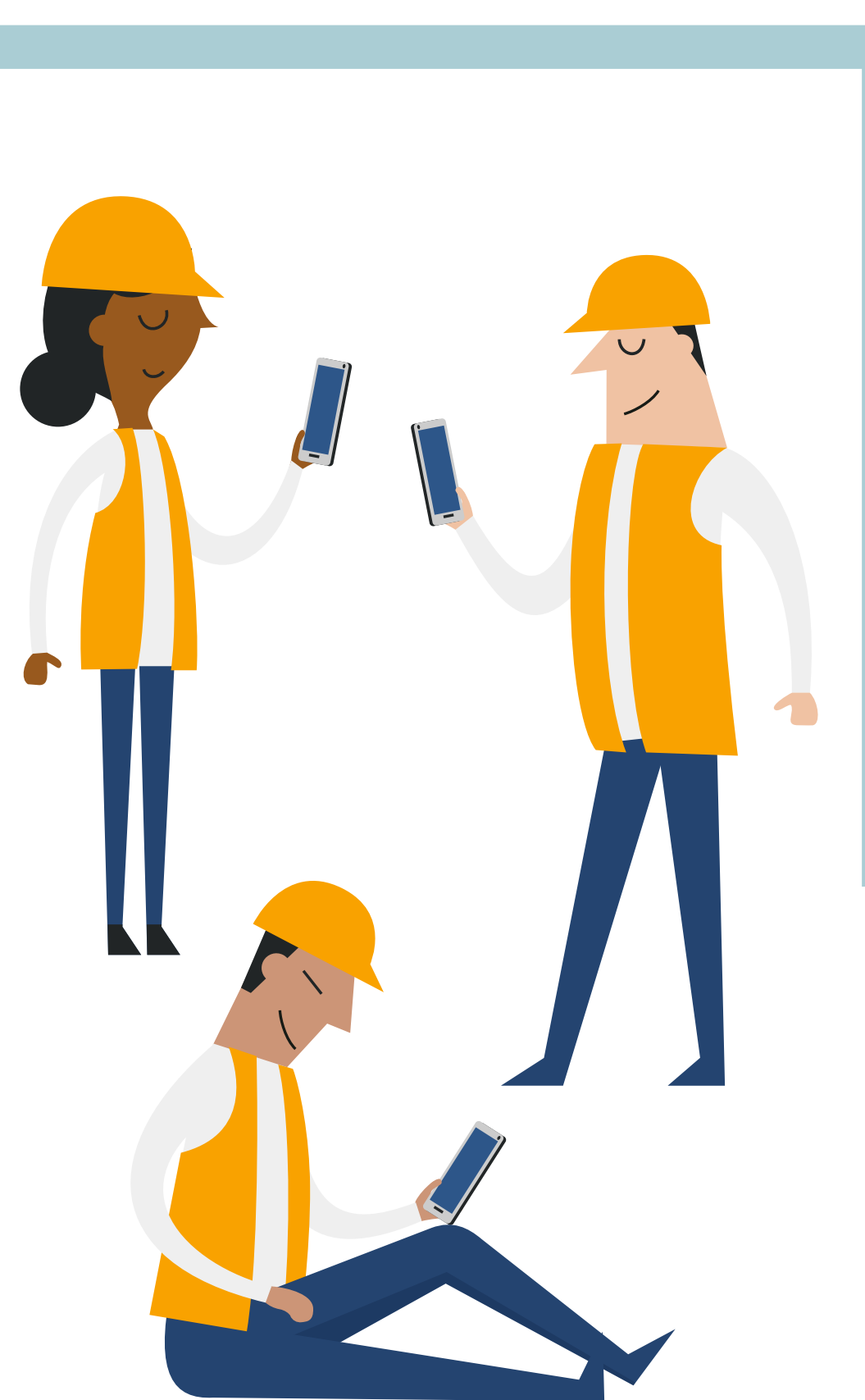
According to [ACC](#), over half of construction firms are having a hard time hiring skilled workers and only 15% think the situation will get better in the near future.

With fewer available employees, construction companies are looking for creative ways to get that next great hire.

Here are five techniques you should be leveraging to attract and retain the skilled people you need to be successful.

1. Find new talent at the source.

Don't wait for recent graduates to find you. Create [relationships](#) with local high schools and trade schools to get a jump on the next generation of employees. Consider participating in events like career days and employment fairs.



2. Enhance your hiring process.

Construction pros are looking for jobs on their phone so a mobile-friendly system is vital. It also has to be [easy](#). If it's too complex, applicants will move on to another company with open positions and an easier system.

3. Focus on company culture.

Employees care about where they work. [Company culture](#) increasingly factors into people's decisions about which offer to accept. If your company doesn't have a strong, defined and positive culture, potential talent will keep looking.



4. Invest in training.

Construction technology and techniques are evolving quickly so it makes sense to get employees the skills they need. This not only keep them engaged and productive, a [strong training program](#) may also engender the type of loyalty that drives retention.

5. Create a mentor program.

A strong one-on-one relationship with a [seasoned professional](#) can support employees in perfecting their trade. It's also a powerful tool for retention. Buddies aren't just for newbies; those with experience can benefit from coaching as well.



Finding skilled employees isn't going to get easy any time soon but using one or more of these techniques should increase your chances of finding and hiring great talent.

Construction companies face unique challenges—from hiring the best people to training them and accurately tracking their time.

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