



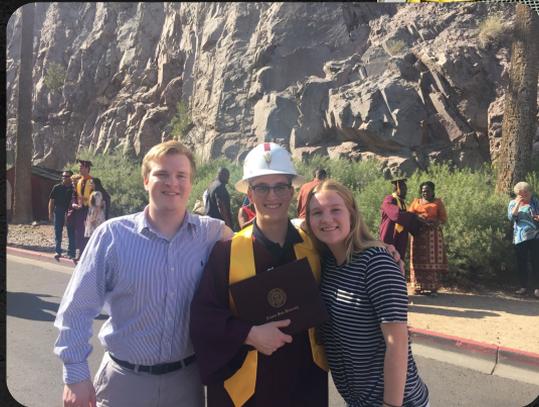
The Magical Solution to Our Workforce Woes







In the tunnels... wait
for it





BuildWitt aims to help the
Dirt World (you) **attract,**
hire, train, and retain great
people.



Dirt World

Noun

The people and companies providing the essential:

1. infrastructure
 2. natural resources
- that enable daily life.







Australia

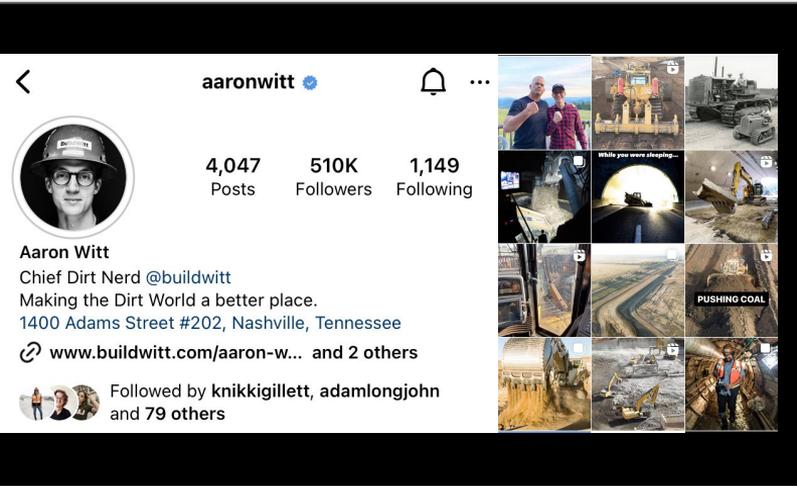


Alberta



Saudi Arabia

BuildWitt Reach



INSTAGRAM

180M people reached / year

YOUTUBE

1.4M hours watched in past 365 days

DIRT TALK PODCAST

1M downloads annually

LINKEDIN

30M people reached annually



The Challenge... Workforce



Manual



Knowledge

America's Top Companies: 1917

The Largest Firms by Sector, 1917 (Asset Value in \$ Millions)



America's Top Companies: 2017

The Largest Firms by Sector, 2017 (Asset Value in \$ Billions)



// [Census.gov](#) / [Newsroom](#) / [News Releases](#) / Older People Projected to Outnumber Children

For Immediate Release: Tuesday, March 13, 2018

Older People Projected to Outnumber Children for First Time in U.S. History





Supply





“The National Center for Construction Education & Research, or NCCER, estimates **41 percent of the current construction workforce will be retired by the year 2031.**”

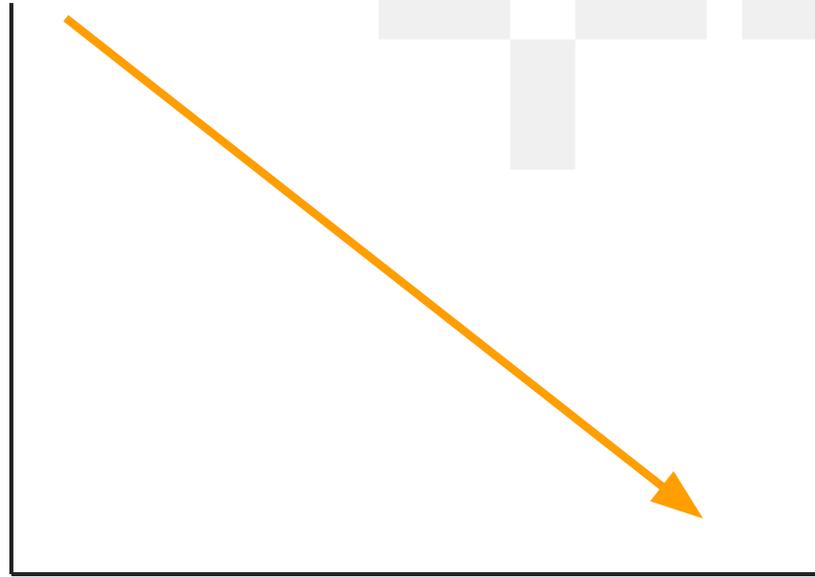
Source: <https://www.nccer.org/docs/default-source/pdfs/nccer-cornerstone-fall-winter-2017-final.pdf>



Supply



Workers



Time



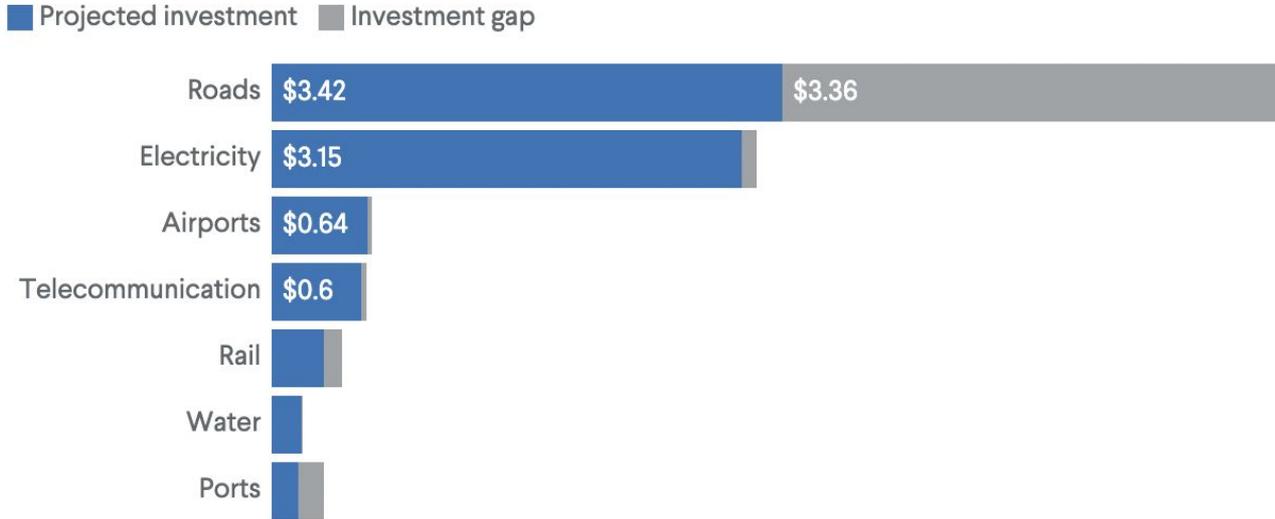


Demand



U.S. Infrastructure Investment Gaps by 2040

Projected public and private infrastructure spending by sector, 2016–2040 (trillions of 2015 dollars)

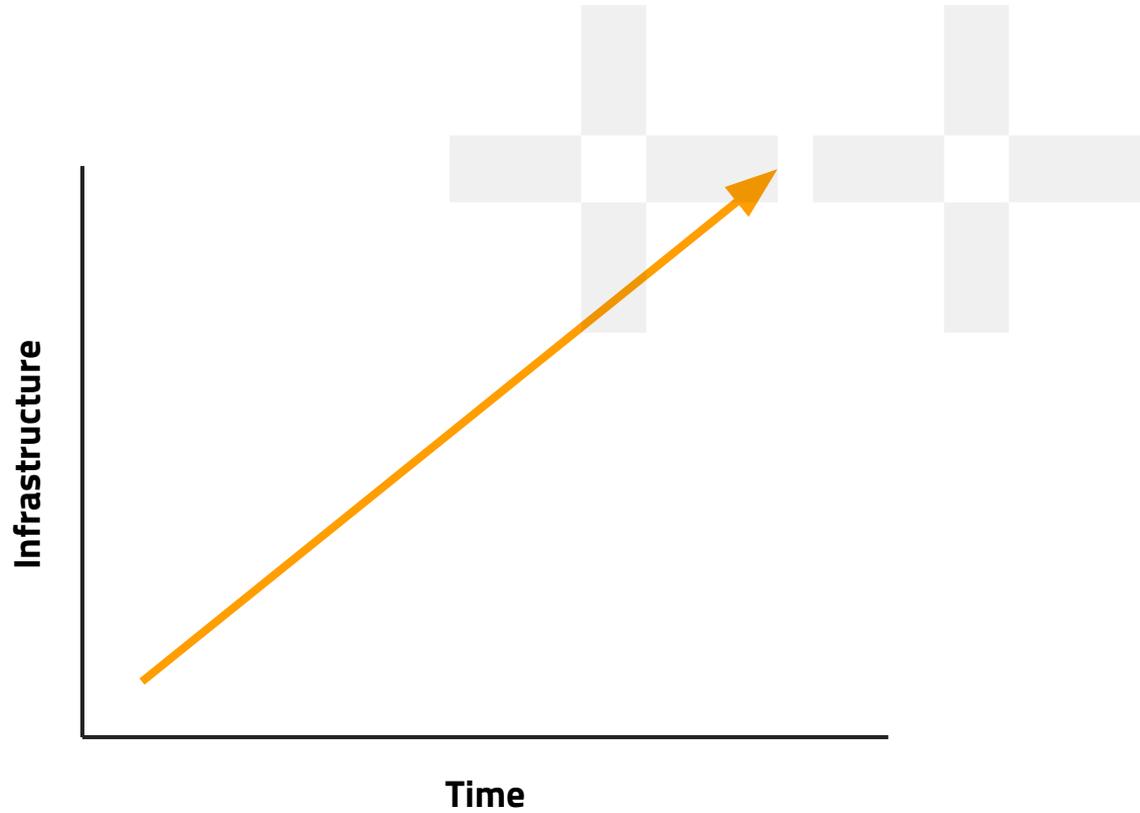


Notes: Investment gap is the difference between projected investment and the investment required to match the best-performing peer countries, accounting for differences in country characteristics. Projected investment assumes the United States continues to invest at current levels and accounts for economic and population growth.

Source: Global Infrastructure Hub.

COUNCIL *on*
FOREIGN
RELATIONS

Demand



Historical Precedent

“When the Black Death ravaged England in the mid-14th century, it also wiped out a significant chunk of the workforce. But the peasants who survived had a sudden opportunity to call the shots and, realizing the economic situation was on their side, were far more confident in negotiating with the lords.”



Kleidung wider den Tod zu Rom. Anno 1656.
Also gehen die Doctores Medici ditha zu Rom, wann sie die ander Pest ertrancche
sonen besuchen, sie zu curiren und fragen, sich wider den Gift zu sichern ein langes Kleid von ge
wartem Luch ihu Angesicht ist verlarvt, fuden Augen halten sie große Crystalline Brillen, wider
Naseneinen langen Schnabel voll wolriechende Specereij, in der Hände welche mit Handschuhen
wol ver sehen ist, eine langes Lütche und darmit deuten sie, was man thun, und gebraucht soll.

Solution?

1. Attract people to the workforce.
2. Increase efficiency/retention.

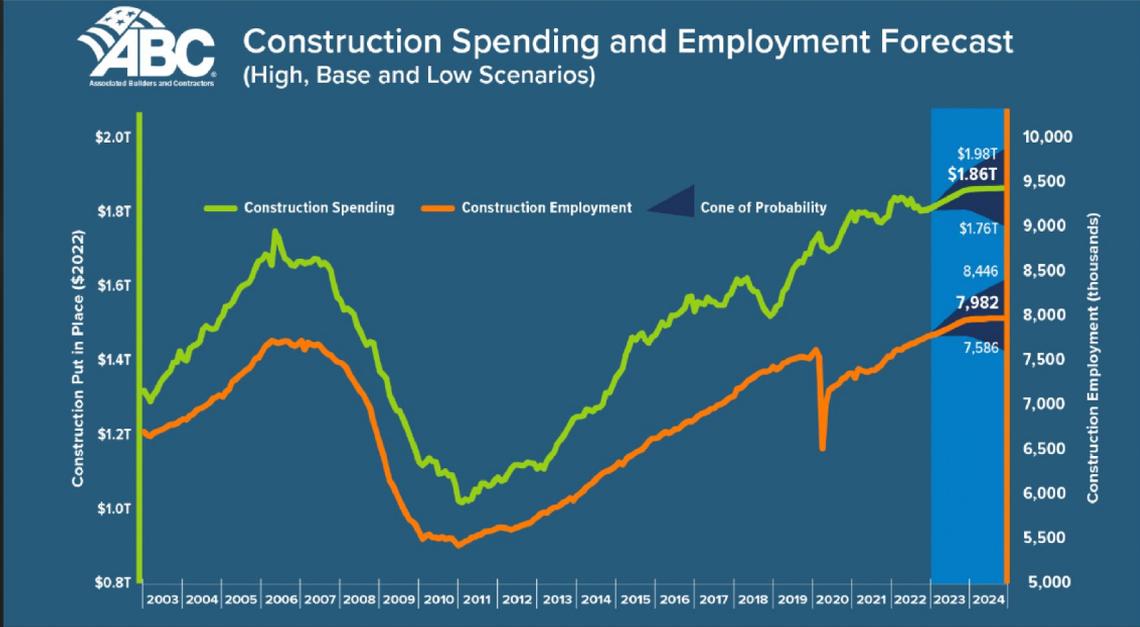


Attract...

1. Those already in the workforce, but in other industries.
2. Those of working age, but out of the workforce.
3. Those entering the workforce now or within next few years.
4. Immigration.

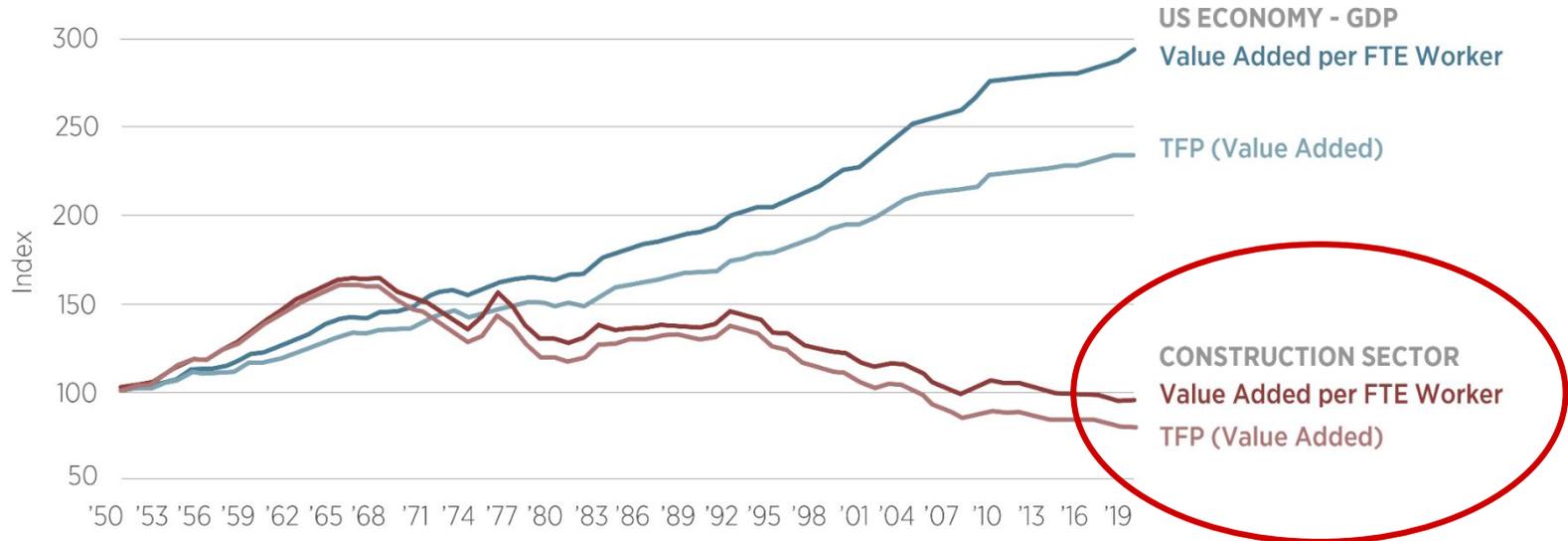


ABC: Construction Industry Faces Workforce Shortage of 546,000 in 2023



Efficiency

Indexes of Value Added Per Full-Time-Equivalent (FTE) Worker and Total Factor Productivity (TFP), Overall US Economy and Construction Sector (BEA Data)



Note: This figure shows indexes of US construction sector labor productivity and total factor productivity (TFP) from 1950 to 2020. For comparison, it also plots the same indexes for the overall economy. Throughout the 1950s and well into the 1960s, both measures of construction sector productivity grew steadily. Indeed, they outpaced their whole-economy counterparts during that period. By 1970, however, the construction sector's labor productivity and TFP had both begun to fall. This downturn was not temporary; the decline has continued for the past half-century.

Technology/Equipment





Key findings from our analysis include:

- The average time to complete the NEPA process across all energy types is **3 years**.
- The average EIS report length is **1,214 pages**.
- Hydroelectric project approval takes the most time at **5.1 years** on average.
- The longest EIS report was **5,794 pages**.

Reform



Investing in People/Retention





The very young, 24 years old or younger,
had the highest turnover rates at almost **64%**

— **ADP Workforce Vitality Index**

~~Recruiting~~ → **Retention**

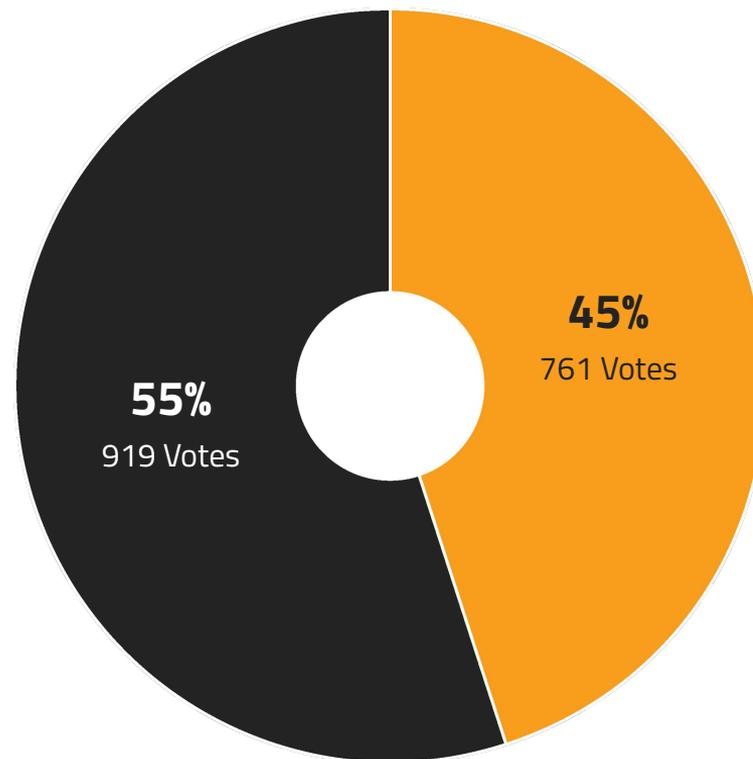


How to Retain?

I asked my followers (primarily 20 to 35) the following — *“Have you changed jobs in the past two years?”*

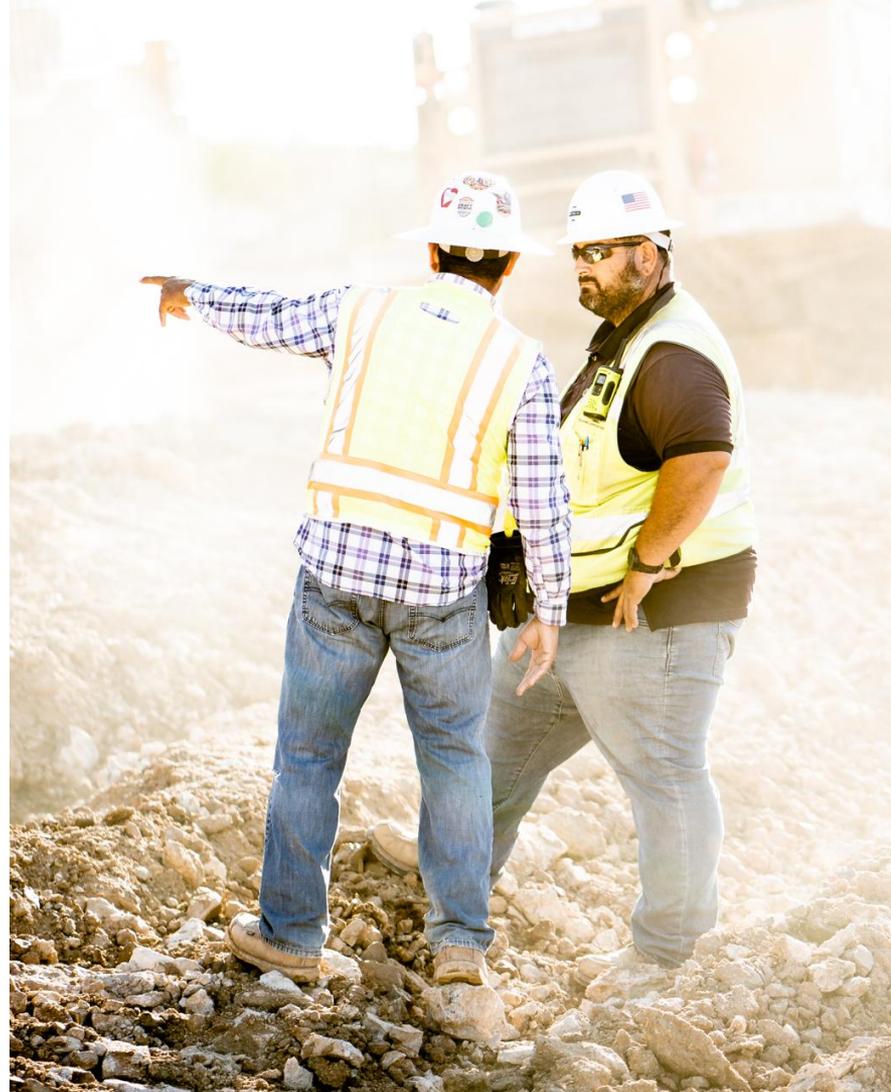
■ Yes ■ No

I followed with, *“If so, why?”*



Why?

- Better pay.
- New marriage or family requiring more time at home.
- Desire to work somewhere that would teach and train.
- Bad leadership.
- Not feeling valued.



Pay

- Do you benchmark against the overall market?
- Do your people understand your benefits?
- Is your entry-level wage increasing while experienced wage remains the same?

The New York Times

UPS Employees Approve New Contract, Averting Strike

The vote by members of the Teamsters union removes a potential threat to the economy.

Share full article



“My kids seeing me unhappy every day going to work just wasn’t worth the money.”

Flexibility

- How can we be more flexible?
- What happens when their lives change?



Training

- How can people grow at your company?
- Not always “up the ladder!”



Leadership

- Do you have leaders or managers?
- How can you lead better?



Appreciation

- Do you regularly appreciate your people?



Attract

www.finning.com

Service



Experience Required...

- Are you creating the workforce you need?
- Do you have entry-level pathways available?



CELEBRATING YOUR SUCCESS

CWM CAREER SIGNING DAYS

Starting your career in the construction industry is a BIG deal and getting an early start is even more important! To celebrate high school graduates starting their careers with C.W. Matthews, we regularly host Signing Day events that include custom jerseys, contract signings, and a huge welcome from our leadership.



Why Should I Work For You?

- EVERYONE is a free agent.
- Why you?



AT A GLANCE

WHAT CAN ESS DO FOR YOU?

Thousands of ESS employee-owners have been empowered to build great careers doing work they love. What can life with ESS look like for you? Whatever you make it.

15%

Average amount of your salary the company contributes to your ESOP account each year

10+

Average number of years with ESS among field managers

175+

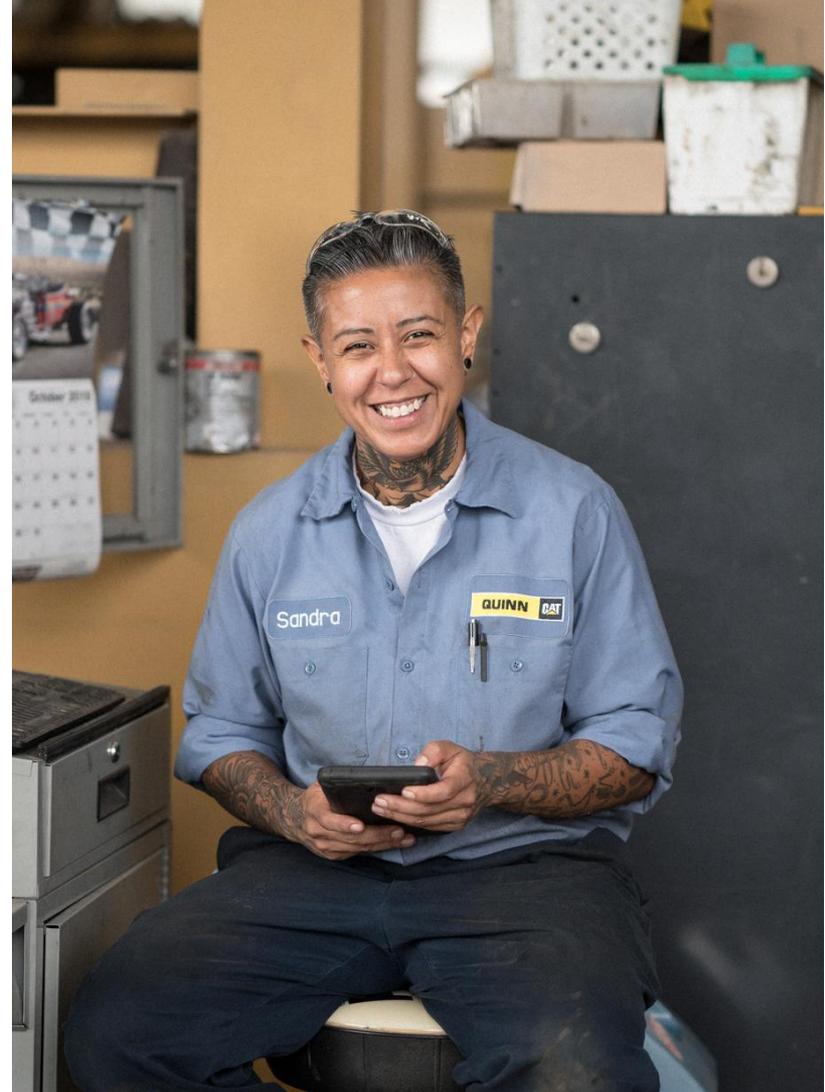
Average number of employee-owners that get promoted annually

[Explore Careers](#)

[Apply Now](#)

Helpful Careers Info

- Do you explain what careers are available?
- Is it simple to apply?





Find my degree program

I would like to take most or all classes

In person Online

Search by keyword

or

Search by interest area

Degree type

Undergraduate Graduate

Submit

Reset

Discover what's right for me

#1 in the **U.S.**
and **top 10** in the **world** for **global impact**
in research, outreach and stewardship
— Times Higher Education, 2023

[View all rankings](#)

I am a future

In Person

Online

[First-year student](#)

[Transfer student](#)

[Graduate student](#)

[International student](#)

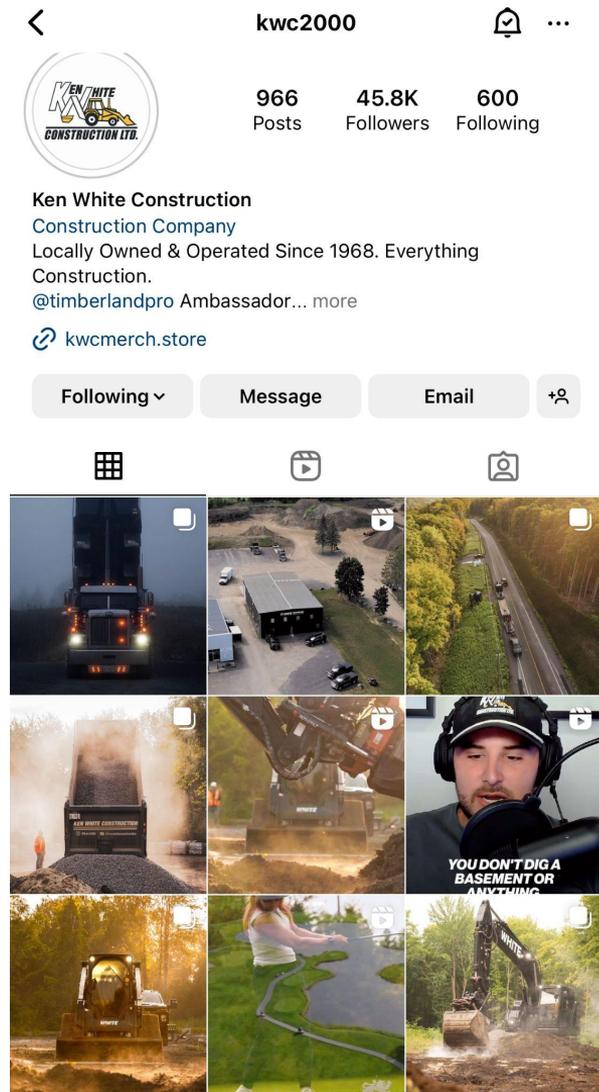
[Veteran student](#)

[Non-degree student](#)

Aprender más en Español

Social Media

- Do you use social media as a recruiting tool?
- Do you highlight your people, customers, and the impact you make on the world?



Passing the Torch

- Are you giving away what you know?





Thank You!



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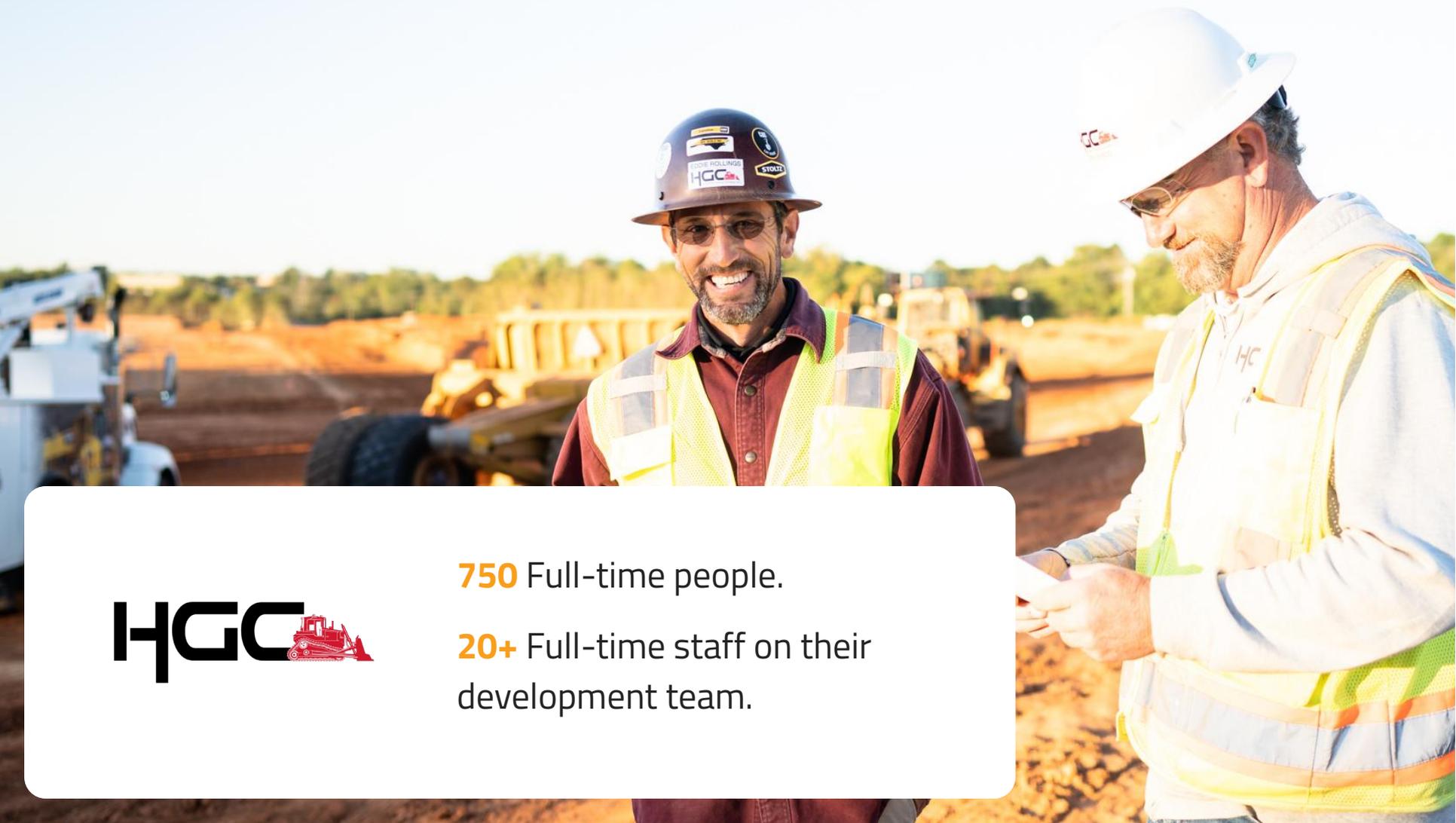
[aaronwitt](#)



BuildWitt

Making the Dirt World a Better Place





750 Full-time people.

20+ Full-time staff on their development team.



Storytelling to build pride,
develop the workforce,
and build businesses.

Creative

ATTRACT



A better way for
companies to hire and
individuals to find great
jobs in the Dirt World.

Jobs

HIRE



Video-based training
anywhere crews are.

Training

TRAIN



Grow leaders and connect
the Dirt World.

DW Summit

RETAIN

ALL EXPERIENCE LEVELS WELCOME

**WHETHER YOU'RE JUST STARTING
OUT OR DECADES IN, THERE'S A
PLACE FOR YOU AT STRACK.**





BuildWitt Roadshow

27
States

34
Days

43
Companies

11K
Miles

