

Modern Technology Provides the Solution for Recruiting New Employees

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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.

Using modern technology can bring efficiency and add value to the operation, but it can also be a tool for recruiting. New hires want to have the opportunity to grow in their career, not just in title advancement, but also in their daily work.

They value the opportunity to use modern technologies because it gives them an opportunity to expand their skill set. In addition, modern technology, such as cloud-based solutions that provide an all-in-one platform to work in, makes it easier for the employee to be productive and successful. Setting employees up for success can be a massive motivating factor for recruitment.

Having access to top-tier technology is attractive to younger, more tech-savvy workers in the industry. When it comes to millennials and Gen Z candidates, relying on older technologies could be a detriment for your company.

These individuals have grown up in a world where technological advancement has been at the forefront. Candidates with construction management degrees or similar have been educated on newer cloud-based technology and are not interested in working using outdated methods. This means that the adoption of new technology will be a major driving force for attracting and keeping strong talent.

Other Recruitment Efforts

While technology can play a major role in recruitment, contractors and business owners should utilize all the tools at their disposal including networking events such as meet-and-greets, open houses, and meet the contractor nights can all be wonderful tools for finding new help. If you don't belong to a trade association, look into ones with active programs in your region with a focus on connecting people.

It's vital to follow up with potential candidates. Many recruiters fail to follow up consistently – in today's fast-paced world, it's hard to reach people, and too often recruiters will make only one or two attempts to reconnect. Make sure to follow up and follow up again if you want to maintain a pipeline of solid candidates.

Never stop building the pipeline, even if you aren't hiring for the role today. Once the pipeline is filled, the focus should shift to retention. It is often easier to build a culture of excellence when employees want to stay with the company. Be clear and consistent when communicating with employees. Make sure to address the basics: What are we trying to accomplish? What is the available time frame for accomplishing it? Providing clear, concise and consistent communication is one of the best ways to build a positive company culture where employees want to stay and grow. 



About the Author

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.

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