Addressing the labor shortage
Recruiting and Retaining Employees

EDUCATION SERIES

Fierce competition for talent has resulted in a cloud of concern about:
- Meeting client deadlines
- Future business growth
- Crew “poaching”

6.7 million openings for qualified workers in the roofing industry

Women comprise 50% of the population, but are only 3.9% of the construction workforce.

Attract a new generation to the roofing industry

Promote the value of the roofing industry!
- Offer variety from day-to-day
- Reward hard work and initiative
- Create opportunities to grow, learn, and advance
- Build transferable skill sets (e.g. measuring in carpentry)

Checklist for successful recruiting & retention
- Develop a profile for your ideal worker
- Write accurate and transparent job descriptions
- Define employee expectations
- Utilize “out of the box” methods to find employees (military, prison, social media)
- Present safe work conditions
- Provide competitive wages
- Create an inclusive environment
- Promote cultural sensitivity among management and workers
- Offer training and continuing education
- Increase paths for growth and promotion

For more indepth resources and to watch the complete webinar visit