

BUILD THE NATION

America is building faster than the workforce can keep up, and the gap is already impacting how projects get delivered. Build the Nation is our commitment to close it.

THE GAP

The workforce gap is now a project risk

- **92%** of construction companies struggle to fill positions
- The industry needs **349,000 new workers in 2026** (and **456,000 in 2027**) to keep pace with demand

THE REPLACEMENT WAVE

It's not just growth — it's replacement

- Roughly **41%** of the current construction workforce is expected to retire by 2031
- For every **five** workers retiring from the industry, only **one** is entering to replace them

WHAT'S PULLING YOUNG TALENT AWAY

Competition goes beyond construction

- The trades are competing in a much **broader talent market**
- Careers in construction aren't always presented as a first-choice path

WHY CHOOSE CONSTRUCTION?



WIDE RANGE OF CAREER PATHS

Careers in the trades allow individuals to grow into leadership roles, or transition into areas like VDC, technology, estimating, or project management.



BUILT FOR BALANCE

Construction companies prioritize physical and mental well-being, with many earning Top Workplace honors for their people-first cultures.



EARN WHILE YOU LEARN

Tradespeople who join apprenticeships gain hands-on experience and earn a paycheck from day one, creating a more accessible and practical pathway into the workforce.



LONG-TERM CAREER STABILITY

Construction offers steady, long-term career paths with consistent demand and clear opportunities for advancement, unlike the short-term gig and platform-based roles.

THE MISSION

To bring more people into the trades, strengthen the talent behind the work, and deliver measurable results that meet the growing demand across our industry.

THE PILLARS



1. BUILD THE PIPELINE

Youth and community on-ramps into careers



2. BUILD THE WORKFORCE

Job-embedded training and skills verification



3. BUILD THE INDUSTRY

Partner-led training commitments at scale



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