FIVE STEPS TO RECRUITING
THE NEXT GENERATION OF TECHNICAL TALENT

The skilled labor shortage has impacted the residential service industry throughout North America. As you recruit the next generation of technical talent and build your talent bench, consider taking these five steps:

1. THINK LOCALLY

Your community is a great resource for finding talent. Along with civic groups and networking organizations, your local high school is an excellent place to recruit new technicians.

2. BUILD PARTNERSHIPS

As one of the top residential service contractors in your community, you have the opportunity to leverage your expertise when recruiting new employees. Consider connecting with high school career counselors, veteran groups, workforce development offices, and social clubs to build partnerships.

3. SHOW AND TELL

There's a big difference between hearing about skilled trade work and *experiencing* it. Think about hosting a career-focused event or meetup at your company. An interactive event at your shop gives those new to the trades an opportunity to see what it's really like to work in the industry. Let them see your team – and the business – in action.

4. HIRE FOR CHARACTER, TRAIN FOR SKILL

When adding to your talent bench, remember that integrity and communication skills can be more important than technical knowledge. Your employees are working with homeowners every day, and those with the right attitude can create a great experience for your customers. Anyone can go through technical training, but not everyone has the right personality for a career in the trades.

5. BECOME AN INDUSTRY ADVOCATE

You've made connections in your community; you've also made some great hires. With your experience and success in the industry, you can become an advocate for the plumbing, heating, cooling, and electrical industries! As a residential services contractor, it falls to you to recruit and train the next generation of tradespeople who will continue to build our communities and keep them safe.

EXPLORE
THE TRADES

PLUMBING · HVAC · ELECTRICAL