

YOUR BEST RECRUITING TOOL IS ALREADY ON YOUR JOBSITE

Turning real work into a recruiting engine for the next generation.



THE GAP IS WIDENING, AND 'SHOUTING LOUDER' ISN'T CLOSING IT.

THE REALITY: The industry needs hundreds of thousands of additional workers while a massive portion of the current workforce nears retirement.

THE FAILED RESPONSE

-  **More job ads**
(that get lost in the noise)
-  **Signing bonuses**
(transactional, not relational)
-  **Generic "About Us" videos**
(ignored by Gen Z)

THE RESULT: The pipeline remains thin because we are treating a fundamental shift in behavior like a temporary staffing dip.

**It's not a
staffing
problem.**

**It's a story
problem.**

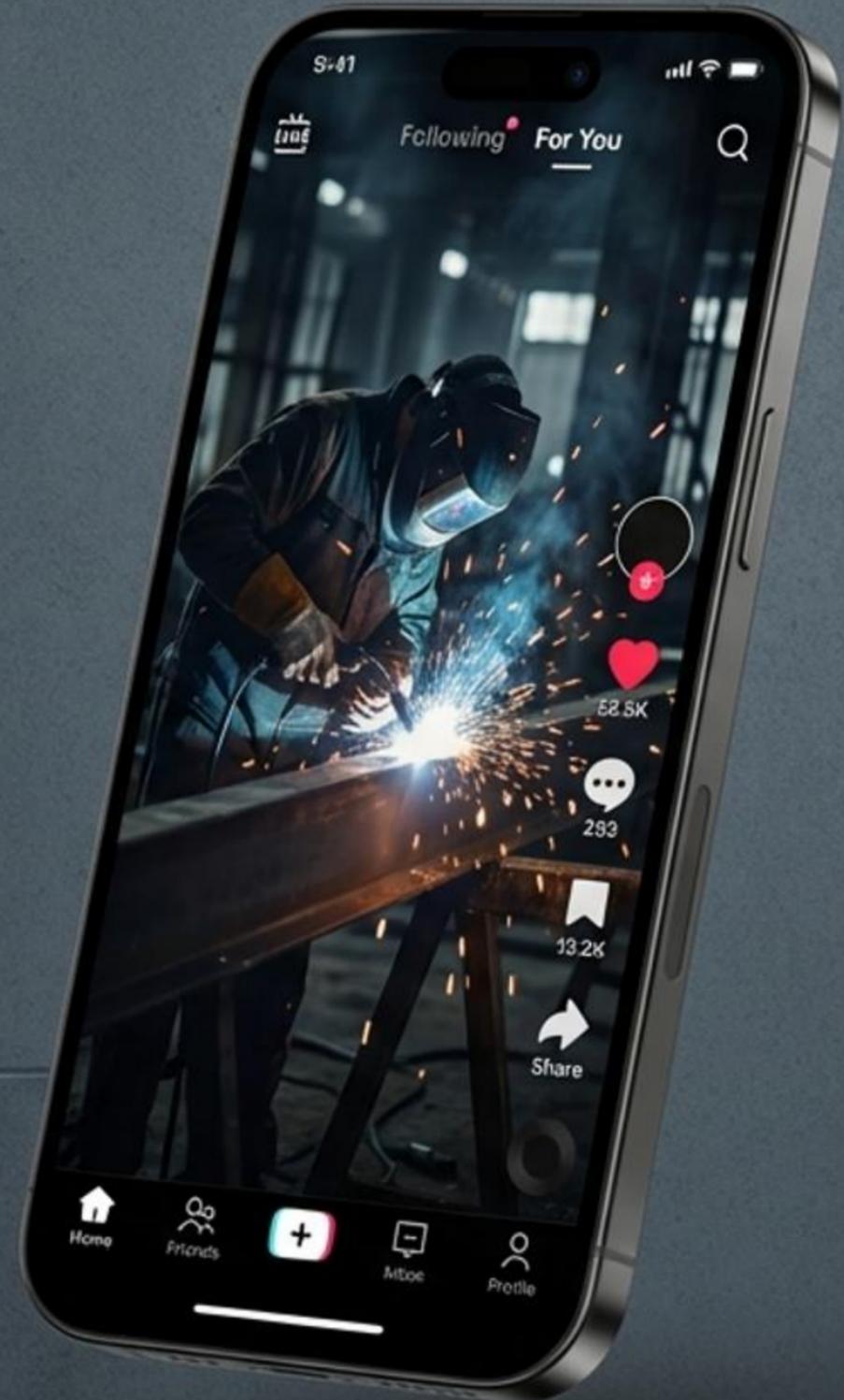
Main Insight: Young people aren't rejecting construction; they simply can't see it.

- They don't see someone "like them" thriving in the role.
- They don't see a believable path from today to a career.
- They don't see evidence contradicting the "dirty, dangerous" stereotype.

“Storytelling fixes this. Not as an abstract branding exercise, but as a concrete recruiting tool.”

YOU ARE COMPETING AGAINST THE FEED.

- **The Arena:** Candidates discover careers on video-first platforms: TikTok, Instagram, YouTube.
- **The Rival Narratives:** They consume constant, compelling stories about tech, entrepreneurship, and finance.
- **The Disconnect:** In this context, a static job description or a scripted corporate video is invisible. To break through, you must match the medium where your future workforce lives.



AUTHENTICITY IS THE NEW CURRENCY OF TRUST.

THE ADVERTISEMENT



Overly polished, scripted,
feels like a sales pitch.

THE INVITATION



Real jobsites, genuine voices,
feels like an inside look.

Recruiting stories work when they help someone say, "That could be me."

BREAKING THE “BELONGING BARRIER.”

Construction has a reputation hurdle: Is it safe? Is it respectful? Will I be welcome?

Show, Don't Tell: Slogans about diversity don't work. Video proof does.

What Candidates Need to See:

- Diverse crews working in collaboration.
- Leaders intervening for safety and respect.
- Organizations investing in their people's growth.

The Goal: Signal that a candidate can build a career here without sacrificing who they are.



THE THREE PILLARS OF HIGH-CONVERSION STORYTELLING



1. REAL PEOPLE

Focus on recognizable **stages** of the **journey**. A first-year apprentice admitting fears; a superintendent showing pride. Vulnerability creates connection.



2. VISIBLE PATHS

Don't just list benefits; **visualize the ladder**. Show the progression from Laborer to Foreman, or Intern to Project Manager. Prove the jump isn't magic—it's mentorship.



3. BELONGING

Highlight **safety, team dynamics**, and **culture** in action to dismantle the “last resort” stigma.

CAPTURING THE “TECH-NATIVE” TALENT.

- **Context:** The presence (or absence) of technology is a major career factor for Gen Z.
- **The Strategy:** Highlight investments in BIM coordination, laser scanning, drones, and robotics.
- **The Construction Channel Advantage:** Our sister company lives in BIM and coordination. We understand the workflow and can authentically represent it to attract candidates who might otherwise veer into pure software roles.



The “Marketing Director with an iPhone” Fallacy.

Why in-house storytelling efforts almost always stall:



Scale & Focus: Managing recruiting, internal comms, filming, and editing is too much for a generalist.



The Cycle Trap: Project rhythms and business cycles push “filming” to the bottom of the to-do list.



The Red Tape: Legal approvals and safety concerns slow down ad-hoc efforts until they die out.



Result: An uneven mix of one-off clips that never builds a sustainable pipeline.

We aren't videographers. We are **industry builders.**



The Construction Channel exists to tell real stories with technical credibility.

Our Approach:

- Strategic First: We start by asking *who you need* (Apprentices? PMs? Second-career candidates?)

Targeted Formats:

- *For Craft Roles:* Series following apprentices over months.
- *For Leadership:* "Intern to Leader" growth arcs.
- *For Tech Talent:* Innovation and VDC highlights.

Operational Excellence on Active Sites.

We operate like a trade partner, not a film crew.



Safety First: We attend orientations, wear full PPE, and coordinate with project leadership.



Zero Disruption: Our crews move between active jobs and events without slowing down work.



Reality Capture: We are there to observe, not to stage.



Maximum Utility from Every Shoot.



Benefit: HR and Marketing get a library of assets to deploy across platforms without reinventing the wheel.

You don't need a campaign. You need one good story.



Start Here: An apprentice whose growth you are proud of. A superintendent who mentors relentlessly. A project that defines your culture.



The Process: We plan the filming, capture honest conversations, and deliver a package ready for immediate use.



The Long Game: Over time, this builds a “Recruiting Library” that works quietly in the background—in classrooms, on feeds, and at events—24/7.



Let them see who you really are.

The workforce challenge is real,
but so is the opportunity.

You already have the assets: the mentorship, the technology, and
the career paths.

The Choice: You can keep shouting in a crowded room, or you
can start showing the reality of the work.



Our role is simply to help you tell the stories that bring the right people to your door.

Ready to build your recruiting engine?

The Construction Channel
constructionchannel.tv

Next Step:

Contact us to discuss your hardest-to-fill roles
and the stories that can solve them.
