

WOMEN IN CONSTRUCTION

Building Diversity in the Skilled Trades Workforce

Labor Market
Pressure



Workforce
Strategy



Project
Performance



THE CHALLENGE

Contractors across the industry are struggling to find enough qualified, reliable people to keep projects moving. As demand continues, every missed candidate pool makes workforce planning harder and puts more pressure on existing crews.

At the same time, many women still do not see construction as a field built for them. The challenge is not just getting more people interested in the trades, it is creating jobsites, outreach, and advancement paths that show women they belong in the field and have room to grow.

THE REAL IMPACT

Contractors making progress are taking practical, intentional steps to improve recruitment and retention, including:

Limited Talent Pool

Overlooking women in the trades reduces access to qualified workers in an already tight labor market.

Lower Retention

Workers are less likely to stay when they do not see clear support, respect, or advancement opportunities.

Missed Crew Strength

Less diversity can limit communication styles, problem-solving, and team adaptability on the jobsite.

Weaker Workforce Pipeline

Without intentional outreach, fewer women see construction as a long-term career path.

WHY IT MATTERS

It matters because contractors cannot afford to overlook half the labor market when skilled talent is already hard to find. Creating real pathways for women in construction helps strengthen crews, improve retention, and build a more reliable workforce for the future.

THE SOLUTION

Stronger certification management starts with a more intentional workforce strategy.

Key Focus Areas:

- Define certification requirements by role
- Verify credentials before deployment
- Align certifications to job scope
- Track certification status across the workforce

HOW NSC STAFFING SUPPORTS YOU

NSC helps contractors build reliable, qualified crews by integrating certification verification into the staffing process:

- Pre-verified, deployment-ready tradespeople
- Certifications aligned to project requirements
- Industry-specific recruiting expertise
- Solutions built for consistency and performance

Hiring the right people backed by verified credentials reduces risk and improves jobsite performance.

