



THE BLUEPRINT  
FOR CHANGE

# PILOT PROGRAM

## WHAT IS IT?

**Proves how jobsite culture affects safety, quality, and productivity.**

**Participants:** Two Construction Crews

- **Crew A** → Receives targeted training on *worker well-being* and *culture*
- **Crew B** → Serves as a control group

**What We Measure:**

- Safety
- Productivity
- Quality
- Culture

By the end, both crews will have completed this transformational training, and your company will receive a **detailed impact report with tailored recommendations.**

## HOW IT WORKS?

## WHY IT MATTERS?

Construction is facing critical challenges impacting not only our workforce but the future of our industry. We have:

- The **2nd highest suicide and substance misuse rate** of any industry (*CDC*)
- The **3rd highest rate of burnout** (*Bachelor of Business Administration*)
- A workforce crisis where **annual spending** on construction over the past 15 years has **increased five times faster than our workforce growth** (*BLS Analysis*)

Construction has a **culture crisis**. The time for change is now.



*Let's Change Construction Culture.*

*One Conversation. One Person. One Jobsite at a Time.*

**Secure Your Spot Today**

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