

# blu-3

## LESSONS TO LANDMARKS

### **Future-Proofing Our Industry: The Power of Great Onboarding & Investing in People**

The construction industry is facing a growing challenge – a shortage of skilled workers. CITB'S CSN Industry Outlook Report has identified that the industry needs a further 251,500 people to enter the market by 2028.

As experienced professionals near retirement and fewer young workers enter the field, the demand for talent continues to outpace supply. It is now becoming critical to ensure that education, development and onboarding at all levels from graduates to highly skilled workers is prioritised.



## Great Onboarding

At blu-3 we aim to tackle this head on with our approach to the onboarding process, which involves a thorough first day of inductions to introduce new starters to blu-3; our core values and vision for the future. Our Senior Leadership Team recognise just how important this is – Jenna Wadman, Head of People and Culture, says “Great onboarding cannot be underestimated. Getting it right is crucial in embedding company values from the outset, adding positively to a thriving workplace culture.”

A well-structured onboarding process not only equips new starters with the knowledge and tools they need but also fosters a sense of belonging and purpose from day one. As Adam Jeeves, UK Commercial Director, put it, “Onboarding our people to the highest possible standard serves many purposes. We want new starters to feel they are up to speed as soon as possible, are aligned with our values, and are able to make a difference on our projects as soon as possible. We work in a fast-paced industry and we want everyone to feel welcome despite the pace.”

But onboarding is about more than just getting new hires up to speed—it’s about setting them up for long-term success. “Effective onboarding isn’t just about first impressions – it’s the foundation of long-term success. Investing in employees from day one fosters engagement, accelerates productivity, and strengthens retention, ultimately driving growth for both the individual and organisation.” – Jaime Perez, Head of Planning.

By making onboarding a strategic priority, companies can create a more engaged workforce, reduce turnover, and build a strong, future-ready industry. When employees feel valued and supported from the start, they are more likely to stay, grow, and contribute to the success of their teams and projects.

## Investing in People

Investing in employee development is crucial for retaining top talent and ensuring a highly skilled workforce. In an industry where technology, regulations, and best practices are constantly evolving, continuous learning helps employees stay ahead of the curve and feel confident in their roles. Providing opportunities for training, mentorship, and career progression not only enhances individual skills but also fosters loyalty and engagement. By prioritising development, companies not only future-proof their workforce but also create a culture of continuous improvement, innovation, and excellence.

## Our Approach

We are committed to developing our people by providing structured learning opportunities that support both personal and professional growth. Our development programmes are designed to enhance skills at every level, from our newly-created Pathfinder programme which aids employees to make leaps and bounds in their personal career progression, to our Pacesetter programme - for leaders in the business to enhance their existing skills and build upon this to be able to inspire the next generation of the workforce.



We are also launching an exciting new Learning Management System (LMS), where employees have access to a wide range of comprehensive training modules and much more, ensuring they can continuously expand their expertise. By investing in these resources, we empower our workforce to stay ahead in an evolving industry while also fostering a culture of continuous learning. Prioritising development not only strengthens individual careers but also drives innovation, efficiency, and long-term success for our company and the industry as a whole.

Whilst development of existing talent is pivotal to strengthening the workforce, it is also essential to attract and nurture the next generation of industry leaders, providing them with the skills, knowledge, and experience needed to thrive. By offering structured development pathways for graduates, we ensure that fresh talent is seamlessly integrated into our workforce. From day one we ensure that not only are our graduates continuing to grow their skills and knowledge first founded during their education, they are also gaining hands-on experience applying what they learned in the classroom on live projects.

Investing in people is the key to future-proofing our industry. From effective onboarding and continuous development to structured graduate programs and upskilling existing employees, every step we take to support our workforce strengthens our business and the wider sector. By prioritising learning, growth, and engagement, we not only retain top talent but also drive innovation, efficiency, and long-term success. As our industry continues to evolve, companies that invest in their people will be best positioned to adapt, thrive, and lead the way forward.