

Leadership Strategies that will Transform Construction Companies in 2025

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Like all professions, leadership in construction is evolving beyond traditional management.

There are a number of demographic forces that are causing this shift, including GenZ's priorities of wanting to do meaningful work, protecting their mental health, and believing in equity and equality to the point that they question why we need leaders in organizations.

I believe we can lean into these shifts to create a positive new direction for leadership – which, in turn, is going to make leading companies a lot easier going forward.

First, it behooves us to rethink how recruitment is done. The traditional attendance at career days or job fairs is not enough to stand out from the crowd. Taking the time to think through how someone's career might evolve at your company, from the moment they are hired, to potentially their retirement, is worth the effort because younger generations crave job security and financial security. If you can demonstrate that you have already thought through a career path and show the impact that they can make in the world at various stages in their careers, (for example, a new engineer could be inspired to join your company because you are working on desalination plants which will benefit disadvantaged populations) you will stand out from your competition as a leader in the field.

An additional benefit of having career paths planned for specific roles is that retention will go up as well. When people have their eye on three-year and five-year goals within your



company, they won't feel the need to move to a new employer to advance their careers – they have career advancement right where they are. You can read a previous MCX article on career paths, [here](#).

Another “new” approach is to be transparent about company goals, challenges, and vision for the future. Think of your company as a living organism in which every person is integral to its success. When employees understand how their individual contributions connect to broader organizational goals, they feel more engaged, motivated, and committed to long-term success - both the company's and their own. For example, one engineering firm holds quarterly “all hands” meetings which include all employees in the conversation. During one meeting, a junior project engineer was invited to

explain how a sustainability solution for a water treatment plant could save the company over \$100,000 in design costs and position them as leaders in environmental engineering. By highlighting contributions and connecting individual work to larger organizational impact, the company saw an increase in employee engagement and a significant reduction in turnover among employees who had been with the company five years or less.

Because younger generations are motivated by equality, providing them with training in “leadership skills” such as communication, collaboration, decision making, risk management, etc. will enable them to contribute to the organization much earlier than our historical hierarchical methodology allowed. You’ll develop knowledgeable employees who have the initiative – and the capability - to act in the best interests of the company. This relieves a lot of pressure from “management” to direct, approve, or inspect people’s work and increases operational efficiencies because a stable and capable workforce helps maintain consistency – in operations, in client relationships, and more.

These new leadership strategies and approaches will help to address recruitment and retention challenges, as well as maximize the value of employees beyond their technical contributions. “Leadership” becomes a behavior rather than a role. Designate 2025 to be the year you build leaders. 🦋



About the Author

Dr. Nanette Miner is a leadership development and workplace-learning strategy consultant. Through her firm, [The Training Doctor](#), she has revolutionized the way that individuals are prepared for leadership roles in their organizations. Rather than a chosen few, her process is aimed at ensuring everyone in the company has the skills and business acumen of a leader. This approach ensures both immediate and long-term return-on-investment (ROI) for an organization.

She has written articles for Chief Learning Office magazine, Forbes, and MBA World and is a frequent guest on workplace training and career podcasts and talk radio such as Inc. Radio and America's Workforce Radio.

Nanette regularly speaks at industry conferences and corporate learning events on how to integrate leadership capabilities throughout an organization. An author of eight books, her most recent is Future-Proofing Your Organization.

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