



EXECUTIVE FIELD GUIDE

Trenchless Executive Field Guide

How workforce capacity becomes deployable crews, project throughput, and profitable growth

A concise reference for diagnosing workforce constraints, quantifying capacity responsibly, and introducing the HireLogiks employment-marketing system.

AUDIENCE

Trenchless contractor owners, CEOs, CFOs, COOs, and workforce leaders

Phase 3 Supporting System | Version 1.0 | August 7, 2026

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**PHASE 3
SUPPORTING
ASSET**

**EMPLOYER-VALIDATED
WORKFORCE
LANGUAGE**

EXECUTIVE THESIS

Workforce capacity is operating capacity

Demand does not become completed work until the contractor can deploy the required crews, equipment, leadership, and support.

HireLogiks reframes workforce from an HR-only concern into an enterprise operating system. The goal is not more applicants. The goal is enough qualified people in the right functions to protect current work and support a validated growth plan.

1	Qualified workforce	People meet employer-defined role, safety, experience, and availability requirements.
2	Deployable crews	Method-specific critical functions are covered; shared support and leadership are available.
3	Equipment utilization	Ready equipment can be assigned to productive work instead of waiting on incomplete staffing.
4	Project throughput	More planned crew-days can move through backlog and schedule.
5	Revenue and margin capacity	Finance can estimate the capacity supported under stated assumptions.
6	Growth	Leadership can evaluate additional crews, territories, customers, and service lines.
CORE POSITION		A workforce shortage is not merely a recruiting problem. It can constrain crew capacity, equipment utilization, project throughput, revenue protection, and growth.

EXECUTIVE DIAGNOSIS

Start with the operating constraint

The employer defines what is constrained before HireLogiks recommends how to attract or develop people.

Executive	Question to answer	Evidence owner
Owner / CEO	Which current work or growth objective is limited by workforce?	Executive sponsor
COO / operations	Which roles, skills, or support functions prevent crews from deploying?	Operations and field leaders
CFO / controller	What crew-day capacity, margin, or workaround cost is exposed?	Finance
Workforce / HR	Where does qualified candidate flow, hiring, or retention break down?	Workforce leader

Five signs the constraint is real

- Backlog cannot be converted at the planned pace because crews are incomplete.
- Equipment is ready but underused because an operator or supporting function is missing.
- Projects are delayed, declined, subcontracted, or compressed through overtime.
- Growth plans assume additional crews that the company cannot currently staff.
- Job-board activity produces volume without enough qualified, role-specific candidates.

OPERATING RULE	Applicant volume is not the executive headline. The constraint and its operational consequence come first.
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ECONOMIC DISCIPLINE

Use the crew-day as the planning unit

One deployable crew working one productive day connects workforce to operating economics without assigning an entire crew's output to one worker.

Lens	Formula or evidence	What it means
Current capacity	Current crews × productive days × revenue per crew-day	Capacity supported by the current operating plan
Target capacity	Target crews × productive days × revenue per crew-day	Capacity supported if growth conditions are satisfied
Capacity gap	Target capacity – current capacity	Planning opportunity, not guaranteed revenue
Vacancy exposure	Delayed crew-days × revenue per crew-day × impact factor	Capacity potentially constrained after workarounds
Margin capacity	Capacity gap × contribution margin	Employer-validated incremental margin lens
Workaround cost	Overtime + subcontract premium + other documented cost	Cost paid to preserve output
ANTI-DOUBLE-COUNTING	Revenue capacity, margin capacity, backlog conversion, vacancy exposure, and workaround cost are separate lenses. Do not add them together unless finance validates a reconciliation.	

METHOD DISCIPLINE

One framework; method-specific crew maps

Trenchless work does not have one universal crew size, role list, qualification set, or revenue-per-crew-day benchmark.

Method family	Illustrative crew-critical functions
HDD / installation	Field lead; drill operation; locating/steering; fluids; utility verification; fusion/product handling; support equipment
CIPP / rehabilitation	Cleaning and CCTV prep; liner handling; curing; reinstatement; bypass; inspection and documentation
Pipe bursting	Launch/receive excavation; bursting unit; fusion; winch/support; utility verification; restoration
Microtunneling / pipe jacking	Machine operation; survey/guidance; shaft work; slurry/spoil; rigging; mechanical/technical support
Inspection / assessment	CCTV/robotic equipment; coding; reporting; maintenance; traffic and confined-space support as required

- **Employer validates:** headcount, cross-training, shift coverage, shared roles, certifications, and geographic availability
- **HireLogiks maps:** the employment message, funnel, qualification steps, nurture, handoff, and measurement to those validated functions

Build the workforce system around the constraint

Once leadership identifies the crew-critical role, HireLogiks builds a measurable employment-marketing system specific to the employer, method, role, and location.

1	Employer value proposition	Define why qualified people should choose, stay with, and grow inside this company.
2	Employer brand	Turn the promise into consistent, credible language and proof.
3	Role-specific attraction	Reach the right worker communities by method, role, geography, and career stage.
4	Qualification	Use employer-approved questions and realistic job information to improve fit.
5	Nurture and handoff	Keep viable prospects engaged and route them into the employer's hiring process.
6	Onboarding and retention	Connect what was promised to the first-day and early-tenure experience.
7	Development	Create visible pathways that increase internal capability and future crew capacity.
DECISION RIGHTS		HireLogiks supports attraction, engagement, qualification, and process. The employer retains all employment decisions, compliance, offers, onboarding, supervision, and safety responsibility.

CONTROLLED PILOT

Prove before scaling

A pilot should establish whether the workforce system improves qualified people flow and whether operations can connect that movement to a validated capacity baseline.

1. **Choose one operating priority.** Select a method, location, growth objective, or cluster of crew-critical roles.
2. **Establish the baseline.** Document crew structure, role gaps, equipment readiness, backlog, crew-days, hiring measures, turnover, and workaround cost.
3. **Build and launch.** Create the EVP, employer brand, role-specific funnel, qualification, nurture, and hiring handoff.
4. **Measure both systems.** Track candidate movement and review operational indicators without claiming causation before evidence supports it.
5. **Decide at the gate.** Scale, revise, or stop based on employer-validated learning.

Owner	Validates
Executive sponsor	Business priority and authorization
Operations	Crew map, role criticality, equipment, productive days, operational effects
Finance	Revenue-per-crew-day, margin, backlog, exposure language, workaround costs
Workforce / HR	Requirements, hiring stages, employment practices, retention, candidate experience
HireLogiks	EVP, employment marketing, funnels, qualification, nurture, measurement architecture

CREDIBILITY BRIDGE

Transferable workforce-capacity experience-truthfully applied

Mark Felker's foundation comes from building employment-marketing and technician-acquisition systems in heavy-truck service operations, then translating the underlying capacity logic into a trenchless framework with industry sources and employer validation.

**FACTUAL
EXPERIENCE**

More than 120 diesel technicians onboarded over approximately four years; more than \$60 million in service-and-parts revenue was attributed to the broader technician capacity built during that period; reported retention improved approximately 30%. These are trucking results-not trenchless results.

How to present the bridge

- Lead with the transferable principle: qualified people unlock productive operating capacity.
- State clearly that trenchless crew structures, methods, economics, and results require employer validation.
- Use public sources for terminology and context; use contractor data for conclusions.
- Invite operators, finance leaders, and workforce leaders to correct assumptions before scope is finalized.

SOURCES AND SCOPE

- HireLogiks Trenchless Phase 1 Foundation Report, August 7, 2026.
- HireLogiks Trenchless Workforce Capacity Executive Presentation and Model, August 7, 2026.
- NASTT, Trenchless 101: <https://nastt.org/resources/trenchless-101/>
- FHWA, Reducing Pavement Cuts by Integrating Technology: <https://www.fhwa.dot.gov/utilities/utilitycuts/man04.cfm>
- NASSCO, ITCP: <https://www.nassco.org/education-and-training/itcp/>
- NASSCO, PACP/LACP/MACP: <https://nassco.org/education-and-training/pacp-lacp-macp/>
- Vermeer, HDD Jobsite Roles and Responsibilities: <https://protips.vermeer.com/underground/2022/02/15/big-drill-basics-4-understanding-everyones-responsibilities-on-the-jobsite/>
- Ditch Witch, HDD Crew Safety and Role Interdependence: <https://www.ditchwitch.com/news/critical-steps-to-help-crews-stay-safe-on-hdd-jobs/>

Source note: Public sources provide terminology and labor context. Employer operating data controls company-specific crew structures, economics, and conclusions.