

FREE WEBINAR DOWNLOAD

Trenchless Workforce Capacity Action Guide

A practical executive guide to connect qualified people, deployable crews, equipment utilization, and long-term growth

Use this guide after the BMC webinar to identify the workforce constraint most likely to affect a method, crew, location, project plan, or growth objective. The guide is educational and does not replace employer, finance, safety, legal, or technical validation.

OFFICIAL TITLE	Building a Workforce That Supports Long-Term Growth
BEST FIRST USE	Complete the guide with one operating priority in mind—not the entire company at once.

Growth requires deployable capacity

Backlog, equipment, demand, and capital only become completed work when the company can mobilize the required people and functions.

1	Qualified workforce	People meet the employer-defined role, method, location, schedule, travel, safety, and qualification requirements.
2	Deployable crews	The method-specific functions required for safe, productive mobilization are covered.
3	Equipment utilization	Available equipment can be staffed and supported.
4	Project throughput	More productive crew-days can be scheduled and executed.
5	Revenue and margin capacity	Employer demand and backlog have additional executable capacity; realization is not guaranteed.
EXECUTIVE DISTINCTION		A staffed critical role may support or unlock crew capacity. The individual does not personally produce the entire crew's revenue.

Diagnose the four breakdowns

Breakdown	What it looks like	First evidence to review
Message mismatch	A role is described, but the reason to choose, stay, and grow is generic or unsupported.	Candidate feedback, offer declines, employee proof, competitor messages.
Visibility gap	The employer appears mainly when active applicants compare many similar openings.	Source mix, reach, qualified passive interest, role/location visibility.
Process friction	Qualified interest disappears through slow response, unclear ownership, or poor expectations.	Response time, stage conversion, manager participation, candidate disposition.
No continuity	Every opening restarts the market, relationship, qualification, and follow-up process.	CRM history, nurture, reusable role assets, retained market intelligence.
DO THIS NOW	Circle the one breakdown most likely to affect your current operating priority. Verify it before buying a new tactic.	

Map the crew-critical functions

Choose one method or service line. List the functions that must be covered before a priority crew can deploy. Do not begin with generic headcount.

Function or role	Required per crew	Qualified now	Shared?	Constraint / evidence

- Confirm cross-training, shift coverage, travel, project conditions, applicable credentials, and employer sign-off.
- Include shared mechanics, project managers, estimators, safety, trainers, or technical support only when they materially constrain deployment.
- Separate methods when their crew structures or economics differ materially.

Use the crew-day planning model

CORE FORMULA	Deployable crews x productive crew-days x average revenue per crew-day = annual crew revenue capacity	
Input	Your estimate	Owner who validates it
Current deployable crews		Operations
Target deployable crews		Executive / operations
Productive crew-days per year		Operations
Average revenue per crew-day		Finance
Incremental gross margin		Finance
Relevant backlog		Finance / operations
Delayed or unstaffed crew-days		Operations
Realistic workforce impact factor		Operations / finance
DO NOT DOUBLE-COUNT	Revenue capacity, gross-margin capacity, vacancy exposure, equipment opportunity, backlog ceiling, and workaround costs are separate lenses that may overlap.	

Build the employer promise

The Employer Value Proposition is the truthful answer to why the right person should choose, stay with, and grow inside the company.

EVP dimension	Employer proof available now	Evidence still needed
Work and equipment		
Leadership and culture		
Pay and practical realities		
Learning and advancement		
Stability and future		
Employee evidence		
TRUTH STANDARD	Do not publish benefits, culture, advancement, equipment, schedule, travel, or employee claims until the employer validates them.	

Create the 90-day action sequence

1	Choose	One method, market, location, growth objective, or cluster of crew-critical roles.
2	Validate	Crew map, productive days, equipment, economics, backlog relevance, role requirements, and current hiring flow.
3	Build	EVP, employer proof, role-specific funnel, qualification, nurture, response ownership, and measurement.
4	Measure	Qualified interest, response speed, interviews, offers, onboarding, retention signals, and relevant operating indicators.

Your priority statement

The method, location, crew, role, or growth objective most constrained by workforce is:

WRITE IT HERE	

Continue with value first

Next step	Purpose
Workforce Capacity Snapshot	Build a five-minute employer-supplied estimate; results display before contact information is requested.
Snapshot validation	Invite operations, finance, and workforce leaders to confirm assumptions and the priority crew map.
Executive conversation	Determine whether the constraint is material and whether a focused discovery process makes sense.
Employer pilot discovery	Scope one controlled system only after the baseline, owners, market, and measurement access are clear.
FINAL QUESTION	Which operating priority is most constrained by workforce today?

Sources and controlling references

Associated General Contractors 2025 Workforce Survey: <https://www.agc.org/news/2025/08/28/construction-workforce-shortages-are-leading-cause-project-delays-immigration-enforcement-affects>

Associated Builders and Contractors 2026 Workforce Model: <https://www.abc.org/News-Media/News-Releases/abc-construction-industry-must-attract-349000-workers-in-2026-despite-macroeconomic-headwinds>

BLS Construction and Extraction Occupations: <https://www.bls.gov/ooh/construction-and-extraction/>

NASTT Trenchless 101: <https://nastt.org/resources/trenchless-101/>

HireLogiks Trenchless Workforce Capacity System, Phases 1-4A.