



CIW ROUNDTABLE #2 DISCUSSION PROMPTS



Sustaining the momentum from this roundtable requires a continuous commitment to collaboration across our industry, employers, and community partners. We encourage you to utilize the post-event insights and the following discussion prompts within your internal teams to continue the conversation and reflect on how the construction industry is currently being experienced, understood, and considered by the audiences we are collectively trying to reach, and how we can continue to identify opportunities for visibility, awareness, access, and long-term engagement for the next generation of skilled professionals.

HOW IS THE INDUSTRY BEING SEEN? (PERCEPTION & VISIBILITY)

- How visible is the industry in the spaces where future talent is already forming perceptions about work and opportunity?
- What stories are currently shaping how construction is viewed?
- What stories may still be missing?
- Who currently sees themselves represented within the industry—and who may not?

HOW EASY IS IT TO NAVIGATE OPPORTUNITY? (AWARENESS & ACCESSIBILITY)

- Are pathways into the industry easy to understand for someone unfamiliar with construction?
- Where are individuals most likely to disengage during the process?
- How can organizations better simplify navigation while still preparing individuals for long-term success?

WHAT MAKES SOMEONE STAY AND GROW? (RETENTION AND LONG-TERM ENGAGEMENT)

- What experiences shape someone's first impression once they enter the industry?
- What helps individuals feel supported and connected early in their journey?
- How visible are long-term growth opportunities?
- What experiences unintentionally create disconnect or culture shock?

IS CONSTRUCTION VISIBLE IN THE PLACES FUTURE TALENT IS LOOKING? (INDUSTRY VISIBILITY)

- Are we telling the full story of what this industry is today?
- Are we showcasing innovation, technology, sustainability, mobility, and impact?
- Are we visible in the spaces where future talent is already spending time and attention?
- Are we unintentionally allowing others to own the public-facing story of our industry?