Today's workforce is more compk

well, motivate, and manage employees at the off ce, on jobsites, and beyond.

Think Outside the Box

No generation is the same, with each holding a different perspective on things like leadership, work ethic, and accountability. Because of these differences, a one-size-f ts-all approach doesn't exist. Motivating and managing different generations requires specif c approaches to align with each group's values and preferences. For example, baby boomers often prefer def ned roles and structure, while millennials value work-life balance, growth opportunities, and f exibility. By understanding these differences, construction leaders can tailor their management strategies to address each group's unique needs.

Because different ages and phases of life bring about different goals, it's important to maintain regular check-ins with employees. Every team member should be asked to defne both their short and long-term goals during the annual review process. Instead of using these goals as benchmarks to measure against, go above the conventional review process and determine how the company can help make those goals happen — in or outside the organization. Whether it's a dream to retire soon, expand responsibilities, or grow towards a new role, support each team members' dream and tailor growth plans and company strategy to better assist and support every person's future.

Unleash Success Through Company Culture

Although culture has become a buzzword over the last decade, it's a main driver of overall growth and success. Culture plays a signifcant role in shaping the environment, employee satisfaction, productivity, and long-term success of an organization. A poor company culture can be a detriment to retention and the organization's future.

Lauren encourages an open-door policy and for employees to come to her and other senior leaders with any questions or concerns. Accessibility matters, especially in an organization where many employees are visiting jobsites or working remotely and may not be available in the same space at the