

CONSTRUCTION TRAINING REIMAGINED – WEBINAR

COMPANION SUMMARY

HOSTED BY:

- Amy Powell (Founder & CEO, Well Works)
- Beth Haselhorst (Founder & CEO, Media-Vox)

Audience: Learning and Development professionals, HR leaders, construction executives, field leaders, and internal trainers building or overseeing training programs in the construction industry.

PURPOSE OF THE WEBINAR

The goal of this session was to bring practical clarity to a common challenge: how to create meaningful training in the construction industry. Whether you're building onboarding for field teams, trying to improve knowledge transfer, or rolling out internal leadership training, this webinar aimed to equip attendees with a shared language, fresh ideas, and concrete tools to make training stick—especially under the time constraints and production pressures of the field.

FOUNDATIONAL MESSAGE

“Training isn’t just about teaching—it’s about transferring.”

Great training is structured, contextual, and delivered in a way that resonates. It starts with understanding the real-world experience of your learners and ends with equipping them to apply what they’ve learned back on the jobsite.

Amy and Beth walked through six common hurdles to effective construction training and offered field-tested strategies for overcoming them—culminating in two key resources:

1. [The Webinar Companion Workbook](#) (fill-in-the-blank and brainstorming tool)
2. [The 9-Element Builder’s Workbook](#) (a more robust, step-by-step training build guide)

6 HURDLES TO CONSTRUCTION TRAINING (AND HOW TO FIX THEM)

HAPHAZARD DEVELOPMENT OR DELIVERY

- - Start with the end goal.
- - Use a build framework (like the 9-elements).
- - Match delivery to outcome—e.g., safety = clarity, leadership = discussion.

WRONG FACILITATOR OR SME

- - Match facilitator tone and background to learners.
- - Use storytelling over slide decks.
- - Pair field and office co-facilitators for balance.

MISJUDGING THE AUDIENCE

- - Segment audience by role, seniority, or trade.
- - Use familiar jobsite language.
- - Anchor to real tasks and priorities.

ONE-SIZE-FITS-ALL DELIVERY

- - Combine formats: toolbox talks, peer demos, cohort discussion, mobile access.
- - Let teams choose how they engage (e.g., read, watch, discuss).
- - Use layered learning (quick intro + follow-up session).

DETACHED OR OVERLOADED CONTENT

- - Break big trainings into bite-sized pieces.
- - Build space for reflection and implementation.
- - Offer optional “deeper dives” for advanced learners.

LACK OF TAKEAWAY TOOLS

- - Create checklists, reference cards, digital job aids.
- - Add QR codes to the jobsite trailer or safety board.
- - Send short nudges via email or text 2–3 days post-training.



RESOURCES INTRODUCED



Workshop Companion Workbook

This was shared with all webinar attendees in advance and includes:

- A hurdle-by-hurdle brainstorming space

- Delivery planning templates
- Worksheet to segment your audience and tailor delivery
- Space to draft ideas or co-create in small teams

9-Element Builder's Workbook

A more comprehensive 28-page guide to help you:

- Plan and build your training step-by-step
- Reflect on your audience, environment, and facilitator setup
- Apply field-tested strategies from real-world construction training programs

 Download the [full Builder's Workbook here](#)

 Download the [Workshop Workbook here](#)

No email required. No hidden forms. Just free tools.

OPEN FORUM HIGHLIGHTS: REAL QUESTIONS FROM THE FIELD

► HOW DO WE TIME TRAINING AROUND CRAZY FIELD SCHEDULES?

- - Try mini-sessions at crew huddles or jobsite lunches.
- - Use asynchronous tools to support people on rotating shifts.
- - Schedule repeat options for makeup learning.

► WHAT WORKS WHEN SUPERINTENDENTS PUSH BACK ON “FORMAL” TRAINING?

- - Give them ownership—let them help build or deliver the training.
- - Frame training as “team development” vs. “training requirement.”
- - Lead with respect and show how the session helps them lead better.

► WHEN SHOULD WE BRING IN OUTSIDE FACILITATORS?

- - When internal trust is fragile.
- - When the topic is sensitive (e.g., conflict, leadership misalignment).
- - When you want to model new facilitation styles for your L&D team.

► HOW DO WE MAKE REAL PROJECT CHALLENGES PART OF THE TRAINING?

- - Build training modules off actual project stories.
- - Include field leaders in content creation and rollout.
- - Use postmortems or closeout lessons as seed content for the next training.



SUGGESTED NEXT STEPS


- - Sketch your next training idea using the 9-element workbook.
- - Choose one hurdle to focus on improving.
- - Pilot a small change. Try one new technique with one team and gather feedback.
- - Share this resource with a peer or leader in your org.
- - Stay in touch. Reach out to Amy or Beth for support, ideas, or custom workshops.



CONTACT THE HOSTS

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