



Jake Hinckley, Director of Workforce Development, Training and Recruitment, Whitaker Construction

Jake Hinckley is the Director of Workforce Development, Training and Recruitment at Whitaker Construction and is responsible for the strategic direction, development, growth and performance of Whitaker's current and future employee-owners.

Jake started his professional career in the educational trenches as a high school teacher and later a principal and will always consider himself, first and foremost, a teacher. After 15 years in education, he decided to take on the corporate educational technology space and worked for three different EdTech companies (two start-ups) for 6 years designing, developing and delivering leadership trainings and strategic planning workshops and built out and led high effective teams of trainers.

Jake considers himself a nerd stuck in a jocks body, so don't ask him about the latest professional sporting event, he doesn't care and won't have anything to say. However, if you ask him about the latest books he's reading, he always reading two or three, you won't get him to shut up. He holds a Master's Degree from Northern Arizona University and a Bachelor's Degree from Brigham Young University – Hawaii. He and his wife have been married for 22 years and have three boys and they love to travel and host international diplomats from around the world for dinner and dialogue as volunteers for the Utah Council for Citizen Diplomacy.

Shifting Mindsets: Hiring Early, Hiring Right to Get Safety Right

Recruiting top talent is critical to the success of any business, especially construction, as employees are a key source of competitive advantage. With the right teams in place, companies can boost productivity across the organization, establish a culture of safety, and provide the highest quality services to customers which are all needed to drive profitability. The problem is, there is a rising generation that lacks the skills and interest to pursue the trades. For the last 30 years, careers in the trades and specifically in construction, have been under attack and viewed as "less than" in schools, politics and in communities. Funding for CTE programs has decreased with schools cutting CTE programs left and right. Using a shovel or wielding a hammer isn't seen as a career, it is seen as a punishment. A punishment for not doing well in school. How do we counteract these negative stereo types? This presentation will focus on several tips and tricks companies can implement to attract, recruit, and retain a new generation of employee that see's the trades a career and not a punishment and who will embrace and value a culture of hard work, teamwork and safety.