




C A S E S T U D Y

Tradesmen International partners with large international contractor supporting skilled manpower needs on multi-acre Liquid Natural Gas Terminal

"Tradesmen International has supplied skilled craft labor on an ongoing basis to our 'LNG project' from April of 2014 to the present date. They have been very responsive to our needs and have supplied craft workers that have met the skill and knowledge criteria established for this project. We really appreciate our partnership with Tradesmen International and I highly recommend them as a skilled labor provider."

~ Contractor Vice President



Exceptional craft employee and national recruiting depth enable Tradesmen to fully meet client's sizable manpower needs in wake of severe Gulf Coast labor shortage.

Project Overview:

This multi-billion dollar LNG project is one of the largest construction projects in the United States. Our client controls all project management, engineering and construction which will span a 10 to 12 year period. Once completed, the plant will receive shale oil gas from the Western states, process the gas, and store and/or ship the product to Asian markets. There are regularly more than 3,000 craft workers on the multi-acre site.

Situation Analysis:

The entire Gulf Coast region is challenged with meeting skilled manpower needs, in particular, finding combo welders and other tenured trades who have specialized skill sets and certifications required for industrial work. Essentially, finding proven crafts in the Gulf Coast and in surrounding states is a daunting task as the large volume of projects in the area – combined with a national shortage of skilled craftsmen – has virtually depleted localized and regional craft talent. Our client decided to use an outside skilled labor provider to support their internal recruitment resources and chose Tradesmen International as their partner; a challenging order requisition for 50 combo welders was given.

Strategy:

Tradesmen International, who regularly serves multiple contractors in and around the Gulf Coast, was fully aware of the area's severe trade shortage challenges and immediately implemented a three-tiered recruiting approach:

1. Tradesmen immediately placed, at the project site, a dedicated recruiting/service staff comprised of two tenured on-site coordinators and a project administrator who would provide service expertise to both client management and Tradesmen employees. Tradesmen concurrently enlisted the support of their other Gulf Coast offices in New Orleans, Houston and 20 other area offices. Together, they embarked on a localized/regionalized recruiting campaign that targeted hundreds of Tradesmen employees – both local and travel-dedicated – while also exhausting use of various third party job boards, publications and other recruitment-oriented recruiting resources.

2. With tens of thousands of pre-screened trades in their national database, Tradesmen tapped into the expertise of all 150+ project coordinators based out of their 140 service/recruitment offices nationally. They tasked these professionals with calling their local and travel-dedicated employees, targeting their sizable local and regional trade databases, and with canvassing their areas with job postings and recruitment collateral specific to the needs of the LNG project.

3. At the same time, Tradesmen's National Recruiting Center was brought in and assumed the leadership role in the massive recruitment initiative. Based out of Tradesmen's Cleveland Headquarters, the center has 15 trade-specialized recruiters in addition to 10 call center staff whose mandate it is to support small to very large projects nationally by recruiting, screening, on-boarding, dispatching and ultimately establishing strong relationships with craft employees.

Result:

Within four months, Tradesmen fulfilled 90% of client's order for 50 combo welders. These Tradesmen employees, from all over the U.S., had specific certifications requested, were able to pass highly exacting weld test parameters and had a minimum of 5 years of welding experience. All combined, the partnership and Tradesmen's three-tier recruitment initiative was considered effective. As a result, Tradesmen now supports the client's on-going recruitment efforts on the LNG project for Welders, Electricians, Carpenters, Pipefitters, Instrument Techs, Boilermakers, Millwrights, Iron Workers, Crane Operators and Instrument Fitters. Tradesmen has mobilized as many as 280 total trades to the site at a given time with prospects of having more than 300 employees on the site in coming years. Total man-hours, for Tradesmen International craft employees on this Gulf Coast LNG project as of September 2015, exceed 475,000.

