



Why BuildWitt Improve:

ROI of Micro-Learning for Construction Teams



↗ The Challenge

Construction's top problems stem from people development:

240,000+
worker shortage annually₁

5-10%
of project value lost to rework & defects₂

\$14 billion
annual accident cost₃

56.9%
turnover costs \$10K+ per lost worker₄

Traditional training is long, expensive, inconvenient, and poorly retained.

The **Solution**

Micro-Learning + Video-Based Training

Short, accessible training delivered on phones helps field teams learn in the flow of work. This format builds skills fast, improves retention, and increases consistency without pulling crews off the job.



Why It **Works**

82–83% completion rates **vs** **20–30%** traditional methods₅

25–60% higher knowledge retention₆

- + **Fits into field schedules** without disrupting production
- + Can **triple training reach** with same budget
- + Laing O'Rourke reached **700+ field users** with **350+ micro-video assets** at ~10% of prior training cost.₇

Documented **ROI Outcomes**

Productivity

- Formal craft training returns **\$1.30–\$3.00 per \$1 invested** ₈
- Trained workers reach productivity standards **6–18 months faster** ₉
- Structured training boosts productivity **~11%** ₁₀

**Faster skill development =
lower labor cost + faster delivery.**

Safety

- **\$4–\$6 saved per \$1 invested in safety training** ₁₁
- Average construction injury = **\$117K** ₁₂
- Safety training → **9.4% fewer injury claims + 26% lower workers comp costs** = avg. **\$355K saved per firm over 4 yrs** ₁₃
- One contractor reduced accident cost **96%** after intensive fall protection training ₁₄

**Even small injury reductions drive out
sized financial gain.**

Documented **ROI Outcomes**

Quality & Rework

- Average **23% rework reduction**, with case studies showing **75%+**₁₅
- Defects cost **5–10% of project value**₂
- Cutting defects by **25% can double–triple profitability**₈

Better execution protects margin.

Retention

- Structured on boarding → **82% better new-hire retention**₁₆
- **94% of employees stay longer** when companies invest in career development₁₇
- Replacing a construction worker costs **\$10K–20%+ of annual salary**₄

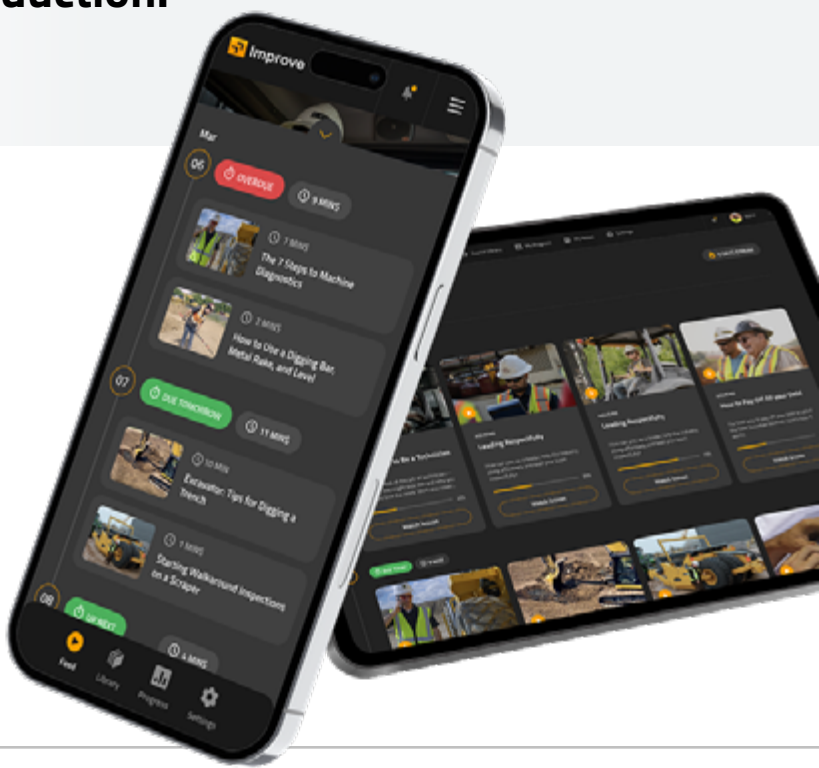
Training keeps people longer, stabilizing workforce output.

Why Micro-Learning Is the **Best Format**

- **50% faster + 3x cheaper** content development₁₈
- **60% less time required** vs classroom₁₉
- Easy versioning keeps training fresh₂₀
- Mobile delivery meets field reality₂₁

Bottom Line:

Micro-learning boosts retention & consistency without slowing production.



Why **BuildWitt Improve**

- Built for civil & infrastructure teams
- Bite-size, field-ready video content
- Mobile & easy to deploy
- Clear skill paths for foremen, operators, laborers, safety & more
- Scales across sites, divisions, and project types

Delivers



Faster skill growth



Safer crews




Consistent standards



High productivity





↗ Financial **Summary**

(Conservative Scenario) for a
~250-person workforce:

**2% productivity
improvement**

≈3:1 ROI

1 avoided injury

\$117K saved₁₂

10% less turnover

**\$250K–\$500K in
retained value**

**10% defect
reduction**

margin doubled

**Micro-learning + video training delivers
3–6× ROI while improving safety,
quality, and retention.**



1. Apprenticeship.gov / Deloitte
2. IRMI / Construction Industry Institute
3. CPWR / OSHA
4. Busybusy / PeopleAK
5. Shift Learning / 360Learning
6. ScienceDirect / 360Learning
7. Laing O'Rourke case study via ITNews
8. NCCER / CII
9. NCCER
10. CII / IRMI
11. OSHA / goyellowbird
12. goyellowbird
13. Cal/OSHA stud
14. ASSE case study
15. Skanska / CII
16. SHRM
17. Zippia
18. Busybusy / PeopleAK
19. 7Taps / eLearning Industry
20. eLearning Industry
21. 7Taps
22. SoundIdea / SafetyCulture



Improve | Better Every Day

