



Why the building industry is the best industry in the world!

If you are thinking of getting a new job in the building and construction industry, it is probably because you already love it, but if you are thinking of moving into the industry, you will soon grow to love it too!

We think it is the best industry in the world...OK, perhaps on reflection, the music and film industries or being a global sports star might win by a short head, but if you take a closer look, you'll realise just how unique the building and construction industry is.

The industry, and associated trades, offers something deeper, it blends personal and professional life. It also provides the opportunity to encompass a diverse range of skills and interests.

If you ever need to convince someone why our industry is so unique or special, here are a few reasons:

We can always relate to the product

People often say that they cannot relate to their job, or have no interest in the product or service they're selling, producing, or installing.

In our industry there is always something that we can relate to or have an opinion on. This is because we use, see, like, and desire products and concepts that are directly related to our trade every day of our lives.

We live, socialise and holiday at work!

We all live or work in buildings, go to the pub or a restaurant, visit a football stadium, cinema, or museum and then perhaps stay at a hotel.

The common theme between them all is that our industry has been involved in their construction, fit-out, or refurbishment in one form or another. It also gives us an immense sense of pride if we see permanent examples of our efforts on our travels; how good is it to see something and say: "I developed / specified / promoted / sold or installed that"?

Our personal interests combine with our work interests

How many times have you seen something in your personal life that helps you in your work life because you are interested in how it could help make your life better?



We can actually make a difference to people and the world!

Our industry can save people money, make people feel more comfortable, keep people clean and warm, and make life simpler. Ultimately we are helping ourselves in our private lives through our day job.

More than any other industry, our decisions, lobbying, innovation, ideas, and products have a direct impact on our environment and desire for a more sustainable and healthier world. Where else can you add 'Save the world' on the daily 'to do' list?

It encourages creativity

It provides an opportunity to develop your creative side, your practical side, your cost-cutting side, as well as your extravagant side. You can use your innovative instinct, your common sense, or your engineering skills with stunning effect.

It offers complete variety

The industry is wide-ranging from heavyside building products, heating, ventilation, and plumbing, through to paint, interiors, appliances, tools, and fixtures and fittings.

You can always find something that you can feel an affinity with or, of course, you can be involved in distribution or retail and cover them all!

On the other side of the industry there is the actual building design and construction, combining to make the complete industry, bringing people together from all walks of life.

There are roles in all the main job functions to choose from and opportunities to travel to broaden your life experience. There are very few industries that can offer something that, on some level, everyone can relate to.

It goes to show that by looking under the surface you can get a more fundamental understanding of why we are dedicated to our jobs. If you strip down the layers, the reasons that the industry is so unique are because, to a certain extent, it underpins our personal lives.

So, perhaps a Steward's Enquiry should be called? Where would all the film stars, movie stars, and sports stars be without the wonderful film sets, stages, and sports arenas we have designed, built, supplied, installed, and furnished for them? Our industry really is the best industry in the world to work in!

Further guidance

Pinnacle Consulting is a leading sales and marketing recruitment agency operating exclusively in the building products sector.

If you are an employer looking to recruit, please call us to discuss your requirements on **01480 405225** or us at email recruit@pinnacleconsulting.co.uk.

If you would like to discuss a sales or marketing career in the Building Products Industry, you may wish to attend one of our PinBuild Career Development Clinics or have a Skype interview.



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