The National Center for Craftsmanship

www.NCCraftsmanship.org
Deconstruction: A Macroeconomic Perspective

Economics - behavioral science of valuation

Study of values & valuables

Sustainable Systems Approach

Study the parts - Practice the whole

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Education

NCC DeConstruct™ Training Program

Economics of Workforce Development Training
The Construction Industry
Case of “Misbehaving” (Thaler, Richard – 2015)

500,000 unfilled construction jobs in the US
$5,000 cost to train each new worker
$2.5 billion challenge

$billions in projects not executed
$billions in wages not earned
$billions in tax revenue not generated

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Environment

30-60% solid waste from demo & build (90:10).

Culture Clash

Trash Collection & Materials Management

False equivalency paradox

The solution scale bias

large industrial & distributed

Institutional Programs & End Market Development

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Economics

Market Makers
  Waste diversion & recycling
  Historic preservation
  Social capitalists

Tax Incentives
  Training grants
  Charitable giving

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Conclusion

Opportunities
the benevolent ingenuity of people

Threats
the reek of man

Approach
all hands on deck

Outcome
peaceful coexistence

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Lean Back - Take a Break