



Building Careers.  
Changing Lives.

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**New Report: Citi Foundation and HBI Support Diverse Young Home Builders to Launch their Own Business**

**November 5, 2021, Washington, D.C.** -- According to the Bureau of Labor Statistics, the continued demand for new homes and renovations means the need for skilled builders will outpace growth in all other occupations through 2029.

"As a nation, we need to build the next generation of skilled tradespeople. That means recruiting more women, it means training and placing minority, lower income, and at-risk youth. And it means providing trade skills education to veterans and transitioning military," says Ed Brady, president and CEO of Home Builders Institute (HBI). "This is our mission, and we're always looking for creative ways to address these needs."

To help fill this gap, the Citi Foundation has awarded funding to HBI to build the next generation of diverse home builders. Support will focus on creating a first-of-its-kind entrepreneurship program designed specifically to expose underrepresented Black, Indigenous, and People of Color (BIPOC) communities across the U.S. to the training needed to launch a small business in the construction industry. Support will also establish a Student Success Fund to help participants with expenses during the first months they seek and secure employment. Support comes under Citi Foundation's [Pathways to Progress](#) initiative, a job skills-building initiative that addresses the persistent, global issue of youth unemployment.

HBI believes the broader system of home building in the U.S. depends on private-sector home builders, the jobs they create, and the innovations they drive. Integral to opening doors to private sector home building opportunities is to expose students to entrepreneurial thinking. For this project, HBI has teamed with MYNDDSET, a leader in virtual training experiences, to develop an entrepreneurial program with a core objective of encouraging an entrepreneurial spirit and thinking among young home builders.

"We're excited to think outside the box with HBI, and we've invited members of the HBI family to join our Champions Group, a collective of National Association of Home Builders (NAHB) members, other industry practitioners, HBI military graduates and more," says Mark Burke, Founder of MYNDDSET. "We'll use their insights to design a solution we'll build starting in January. We do not know what the design will look like yet, so we are excited to hear how entrepreneurs learn and grow. Our job is to

deconstruct what makes an entrepreneur tick and build supports to help others who need more help to grow those traits."

HBI will host an event during [Global Entrepreneurship Week](#), November 8th through the 14th, which aims to raise awareness of this often-overlooked industry as an in-demand career path. During the session, HBI will engage participants through a [virtual game](#) to collect insights and inform the design of the entrepreneurship curriculum. Everyone is invited to take part in this virtual learning session to help shape the future of entrepreneurship in the construction industry.

### **About Home Builders Institute (HBI)**

*The Home Builders Institute (HBI) trains skilled workers for the building industry. Through pre-apprenticeship training, certification programs and job placement services, HBI provides graduates with the skills and experience they need to build a career and change their lives. Visit <https://hbi.org/> for more information on HBI and follow us on Twitter, Facebook, Instagram, and LinkedIn.*

### **About MYNDDSET**

*Founded in 2019 and based in Danville, PA., MYNDDSET designs and produces virtual human experiences. Whether a training, one-hour meeting, single-day event, or multi-day conference, MYNDDSET uses its unique blend of Instructional Design, Systems Thinking, Organizational Development, and Human Engagement Strategies to help clients connect deeply with their audiences. "Engaged Humans" is MYNDDSET's vision, a state where united humans solve complex struggles. MYNDDSET is opening the door to high-value virtual experiences for small businesses and non-profits by providing experience design models, robust project management, and technical production at affordable package prices. To connect with MYNDDSET, please visit [www.MYNDDSET.com](http://www.MYNDDSET.com).*