

# Construction Inclusion Week

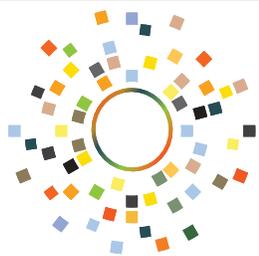
Building the Foundation for Inclusion



2021

# PLANNING GUIDE

October 18-22, 2021  
[www.constructioninclusionweek.com](http://www.constructioninclusionweek.com)



# Construction Inclusion Week

Building the Foundation for Inclusion

October 18-22, 2021

## PURPOSE:

- To stand united in setting expectations and promoting consistent behavior.
- To champion inclusion that empowers us to reach our full potential, fueling innovation and connection with our employees, clients, and communities we serve.
- To harness and leverage the capabilities and global reach of the construction industry and its affiliates, to cultivate and perpetuate diversity, equity, and inclusion.

## PROCESS:

An annual week-long effort to heighten the awareness and engagement of Inclusion related activities with the goal of advancing inclusion throughout the construction industry.

## PAYOFF:

- Unified construction industry that attracts and retains the best talent
- Boost employee morale and confidence in industry
- Increased employee productivity
- Improved client relations



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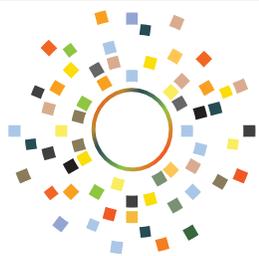
October 18-22, 2021

## Time for Change Partners:



## Affiliated Partners:





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## PURPOSE OF THIS GUIDE:

The information compiled in this guide is to support the planning and development of activities for each day of focus for your organization. The inaugural Inclusion Week theme is **Building the Foundation for Inclusion**. In recognizing that each of our industry partners are at different phases on the inclusion spectrum, we are offering engaging activities, discussion guides and various resources that can be facilitated by employees at any level within your respective organizations.

Employee's lives and experiences outside of the job inform the way they show up at work. Therefore, additional activities will be tailored for families to engage in discussions regarding inclusivity at home. Learning can support our younger generation to understand different perspective which will help them to live inclusive lives. Each activity will include Learning Objectives, Step by Step Instructions, along with follow-up steps that will support continuous dialogue and engagement beyond Inclusion Week.

**Day 1, October 18:**

Leadership Commitment & Accountability

**Day 2, October 19:**

Unconscious Bias

**Day 3, October 20:**

Supplier diversity

**Day 4, October 21:**

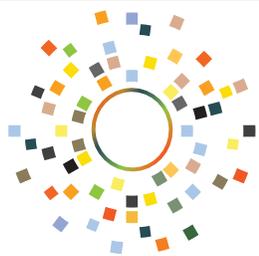
Jobsite Culture

**Day 5, October 22:**

Community Engagement/Philanthropy

## SHARE YOUR PLANS FOR PARTICIPATION!

Post using hashtag **#CONSTRUCTIONINCLUSIONWEEK** and tag us on Instagram, LinkedIn, Twitter, and Facebook!



# Construction Inclusion Week

Building the Foundation for Inclusion

**October 18-22, 2021**

## PREPARING FOR CONSTRUCTION INCLUSION WEEK

- Determine your level of participation: consider company-wide, by project/department, include trade partners and clients
- Communicate with the leadership of each project team, office, department leader about the week's topics
- Organize how to deliver the daily messages on jobsites and the office
- Review the information with each leader/presenter at least a week ahead of the event
- Distribute the information and material to each Crew Lead from the Trade Partner so they can review them with their teams
- Leading up to Construction Inclusion Week, we ask you to reach out to trade partners and clients to inform them of our plans and invite their participation.

*Utilize our Toolkits and Print Materials from [www.constructioninclusionweek.com](http://www.constructioninclusionweek.com):*

- Download, print, and display Construction Inclusion Week posters & banners
- Download and order hard hat stickers using the templates provided on the website
- Share your participation on social media using the hashtag **#ConstructionInclusionWeek**
- Share a message from your firm leadership on your company blog, website, or newsletter
- Download and install the Construction Inclusion Week email signature banner
- Plan social media posts using the templates available on the Construction Inclusion Week website or create your own using the logo materials provided

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## **Kick off Inclusion Week with Communication from Leadership**

*Consider utilizing email, intranet articles, apps, Brown Bag virtual pre-recorded broadcast, company all-call meetings, toolbox talks*

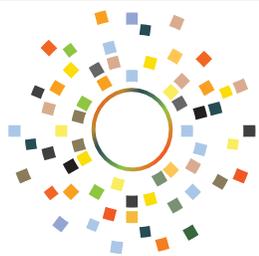
Company culture is set by managers and leaders. Be sure the message is authentic and outlines the significant and importance of the week along with encouragement of all employee to participate in events by answering one or more of these questions:

- Why is our company participating in Inclusion Week?
- What are the expectations of participation for both offices and jobsites in participating?
- Will participation be required by all employees?
- Who will internally manage our participation?
- How our company will incorporate inclusive activities and learning beyond Inclusion Week?

Planning for Construction Inclusion Week should include organizing events on your project sites and in your offices, and distributing communication materials to your employees, business partners and local communities.

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## Plan Project Site Events

Jobsite Culture will be highlighted during this week, however; each day there will be engaging discussions that can be facilitated on each project site and should be inclusive of craft, staff, and client representatives.

### *Examples include:*

- Kick-off/safety meetings
- Toolbox talks
- Lunch & Learns
- Team meetings to discuss daily topics

## Plan Office Events

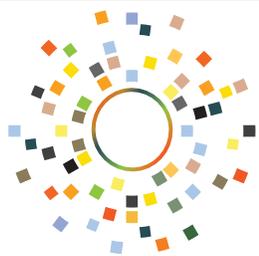
- Bring departments/teams together to discuss inclusion related topics. The recommended daily topics and activities could be shared within each department and/or shared during Lunch & Learn formats.
- Infuse 'fun' ways to learn and share by leveraging activities and awarding participants or creating department competitions.
- Create a calendar of events for each day of the week and post in common area to generate interest and engagement.
- Ensure that remote employees are included via virtual platforms

## Toolbox Talks

Toolbox talks provide a platform to address inclusion related topics in a structured manner with discussion questions and supplemental resources (media/podcast/articles, etc.) to provoke thought and self-reflection.

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# Construction Inclusion Week

Building the Foundation for Inclusion

**October 18-22, 2021**

## **Before Construction Inclusion Week:**

If your firm is participating in Construction Inclusion Week, please share your activities! Share and follow the hashtag **#ConstructionInclusionWeek** to help promote and share your activities.

## **During Construction Inclusion Week:**

We want to hear from everyone on the success of your Inclusion Week Activities. It will be important to designate representative within your organization to capture photos and highlights during the week. Your employees should also be aware of what activities and events are occurring nationwide or globally.

Other ways to promote include:

- Keep employees updated on what's going on during Construction Inclusion Week with updates on any internal company communication platforms, including company intranet sites, digital displays, or newsletters.
- Collect photos from jobsites, office events or project teams.
- Post activities on your company's social media channels throughout the week. Be sure to use the hashtag **#ConstructionInclusionWeek**.
- Share quotes and thoughts from employees and Inclusion leaders in your organization.

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY ONE: Leadership Commitment & Accountability

DAILY SUMMARY



## Day 1: Leadership Commitment & Accountability

Day 1:  
October  
18

### Day One: Leadership Commitment & Accountability

To fully realize a culture of inclusion and belonging requires both leadership commitment and accountability to ourselves and others. Neither leadership nor accountability are top-down but rather shared responsibilities that each of us regardless of role, title or position can actively demonstrate. There are lots of examples and definitions for leadership. But at its most basic level leadership is the ability to influence others towards achieving a goal.

Accountability is owning and accepting responsibility for one's actions. When these are put in the context of diversity, equity and inclusion, it means we all have a part to play. All of us being leaders, modeling the behavior we want to see in others and influencing others towards the goal of a more inclusive society; and holding ourselves and others accountable to actions that help inspire and achieve that vision.

CIW Daily Video	Toolbox Talks	Table Talks	At Home Activities
<ul style="list-style-type: none"> <li>Day 1 Video - COMING SOON</li> <li>CIRT Roundtable video</li> </ul>	<ul style="list-style-type: none"> <li>Committing to a Culture of CARE</li> <li>Building a Culture of CARE</li> <li>Leading a Culture of CARE</li> </ul>	<ul style="list-style-type: none"> <li>Courageous Conversations</li> <li>A Business Case for D&amp;I</li> </ul>	<ul style="list-style-type: none"> <li>CIW Coloring Book - COMING SOON</li> </ul>

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY ONE: Leadership Commitment & Accountability

DAILY SUMMARY



## Day 1: Leadership Commitment & Accountability

Day 1:  
October  
18

### EXTERNAL RESOURCES



To Watch  
[GIW YouTube Playlist]

- Inclusion Starts With I
- Heineken Video



To Read  
[Day 1 External Download]

- HBR: Inclusive Leadership
- How to Measure Inclusion in the Workplace

### Discussion Questions:

1. What resonated with you most after watching this video or reading the article? Why?
2. How comfortable are you discussing this topic with others to glean their perspectives?
3. What did you learn from this video/article that you didn't already know?
4. What are new messages or thoughts that you will share with others after this discussion?

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY TWO: Unconscious Bias

DAILY SUMMARY



Day 2:  
October  
19

### Day Two: Unconscious Bias

Education and understanding the implications of unconscious bias, is critical to cultivating a culture of inclusion and belonging. It is important to recognize not all unconscious bias is bad and unconscious bias is an inherent trait of being human. Unconscious bias is the brains way of efficiently filtering and organizing information. In its simplest form it can be benign, helping us to easily decide what to have for lunch. In its most complex form it can be insidious, manifesting in reinforcing or enabling negative stereotypes. In the first example we can quickly decide on the food we like. In the latter example, this can lead to exclusionary and harmful behavior. Defining unconscious bias, recognizing how it can manifest in the workplace and engaging steps to mitigate are the building blocks to creating and maintaining a diverse, equitable and inclusive environment.

CIW Daily Video	Toolbox Talks	Table Talks	At Home Activities
<ul style="list-style-type: none"><li>Day 2 Video - COMING SOON</li></ul>	<ul style="list-style-type: none"><li>Microaggressions</li><li>Building an Inclusive Culture</li></ul>	<ul style="list-style-type: none"><li>Blind Spots</li><li>Trusted 10</li></ul>	<ul style="list-style-type: none"><li>Zootopia</li><li>Draw &amp; color scientist</li><li>Read "And Tango Makes Three", "Just Like Me"</li></ul>

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY TWO: Unconscious Bias

DAILY SUMMARY



Day 2:  
**Unconscious Bias**

Day 2:  
**October 19**

## EXTERNAL RESOURCES



**To Watch**  
[GIW YouTube Playlist]

- Making the Unconscious Conscious
- Who, Me Biased?
- TedTalks Bias Series



**To Read**  
[Day 2 External Download]

- Blindspot: Hidden Biases of Good People
- The Person You Mean to Be

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY THREE: Supplier Diversity

DAILY SUMMARY



Day 3:  
Supplier Diversity

Day 3:  
October  
20

### Day Three: Supplier Diversity-

*What is supplier diversity and why is it important?*

Supplier diversity is a business practice that refers to the inclusion of businesses owned by diverse individuals or groups in the procurement of goods and services. A diverse supplier is generally defined as a business that's at least 51% owned and operated by an individual that's part of a traditionally underrepresented or underserved group. Common classifications are minority-owned business enterprises (MBEs), woman-owned business enterprises (WBEs), and small-business enterprises (SBEs). Businesses owned by other minority groups, such as LGBTQ+, veterans, and persons with disabilities, may also be considered diverse suppliers.

CIW Daily Video	Toolbox/Table Talks	At Home Activities
<ul style="list-style-type: none"> <li>Day 3 Video - COMING SOON</li> </ul>	<ul style="list-style-type: none"> <li>The Why of Supplier Diversity</li> <li>How-To Guide on Outreach</li> <li>How to Source Diverse Firms</li> </ul>	<ul style="list-style-type: none"> <li>Intentional Spending At Home</li> <li>Youth: Coloring Sheets</li> <li>History of Supplier Diversity</li> </ul>

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY THREE: Supplier Diversity

DAILY SUMMARY



Day 3:  
October  
20

## EXTERNAL RESOURCES



**To Watch**  
[CIW YouTube Playlist]

- Tipping Point: How to Communicate Value of Supplier Diversity



**To Read**  
[Day 2 External Download]

- Glossary of Terms - COMING SOON
- Organizations
- Certifications

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY FOUR: Jobsite Culture

DAILY SUMMARY



## Day 4: Jobsite Culture

### Day Four Jobsite Culture-

Establishing and maintaining a positive jobsite culture means that everyone gets to experience a work place that is inclusive and respectful. We know what a good jobsite culture feels like – it’s the job that everyone wants to be on because it looks and feels welcoming. We also know that a good culture leads to a safer and more productive job, one that provides higher value to our client and allows each and every worker to perform their best work.

Everyone must actively care for each other and ensure that everyone feels both physically and psychologically safe. Jobsites are our work homes, they are where we spend our days, and they are where we gather the emotions, attitudes, and behaviors that we bring home to our families. We should expect to get a high level of respect and standard of care where we work. We must create work places which are equitable and meet the needs of all employees, industry-wide. We need to ensure jobsites are free of bias and harassment; where all are treated with respect; sites in which our professional opinions are heard and valued and all have a seat at the table. Additionally, our clients appreciate and have come to expect a diverse and respectful workplace. This is not diversity on paper only, we need to foster collaborative and inclusive teams where everyone can do their best work and deliver for our clients.

# Day 4: October 21

#### Simply said:

When it comes to jobsite culture, it has to be practiced and lived daily. Everyone has to **BE ABOUT IT** and not just talk about it.

CIW Daily Video	Toolbox Talks	At Home Activities
<ul style="list-style-type: none"> <li>Day 4 Video - COMING SOON</li> <li>Jobsite Culture Video- COMING SOON</li> </ul>	<ul style="list-style-type: none"> <li>Sustaining the Right Behaviors</li> <li>Build Belonging</li> <li>Diversity at Work</li> <li>Respectful Workplaces 2021</li> <li>Mental Health</li> </ul>	CIW Coloring Book - COMING SOON

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY FOUR: Jobsite Culture

DAILY SUMMARY



Day 4:  
**Jobsite Culture**

Day 4:  
**October 21**

## EXTERNAL RESOURCES



### To Watch [CIW YouTube Playlist]

- Hard Hatted Woman



### To Read

- Hate Symbols Database
- Anti-Defamation League Resource Library
- HollaBack
- How to be an Inclusive Leader," Jennifer Brown
- "The Leader's Guide to Unconscious Bias," Pamela Fuller
- "How to be an Antiracist," Ibram Kendi
- "White Fragility" Robin Diangelo

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY FIVE: Community Engagement & Philanthropy

DAILY SUMMARY



Day 5:  
October  
22

### Day Five: Community Engagement and Philanthropy

Community engagement, through volunteering and financial donations, is embedded in most companies in our industry. History has shown us we are an enormously generous group of people. As we continue to advance our efforts to create a more diverse and inclusive environment, it is important to step back and look at our community engagement through a DEI lens. Are we supporting diverse communities in meaningful ways? Is there open dialogue between our companies and community leaders? Are we leveraging the resources of our industry to create real social change?

Whether through in-person volunteering, cash donations, employee giving or sponsorships, we are in a unique position leverage our desire to give to create positive change in inclusion within our companies and our communities.

CIW Daily Video	Toolbox Talks	Table Talks	At Home Activities
<ul style="list-style-type: none"> <li>Day 5 Video - COMING SOON</li> </ul>	<ul style="list-style-type: none"> <li>Jobsite Community Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Directing our Community Engagement Efforts in Support of DEI</li> <li>Inspiring a More Diverse Generation of Builders</li> </ul>	<ul style="list-style-type: none"> <li>Youth Definition</li> <li>There's Plenty of Helping to Do</li> <li>Coloring Sheets</li> </ul>

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# Construction Inclusion Week

Building the Foundation for Inclusion

DAY FIVE: Community Engagement & Philanthropy

DAILY SUMMARY



## Day 5: Community Engagement & Philanthropy

### EXTERNAL RESOURCES



#### To Watch *[Follow Links]*

- Adventures of Phil An Thropy
- Giving is Better
- Grace and Charity
- Pro-Bono and the Inclusive Leader
- Inequities in the Funding Gap

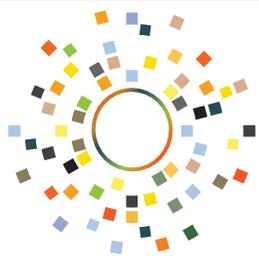
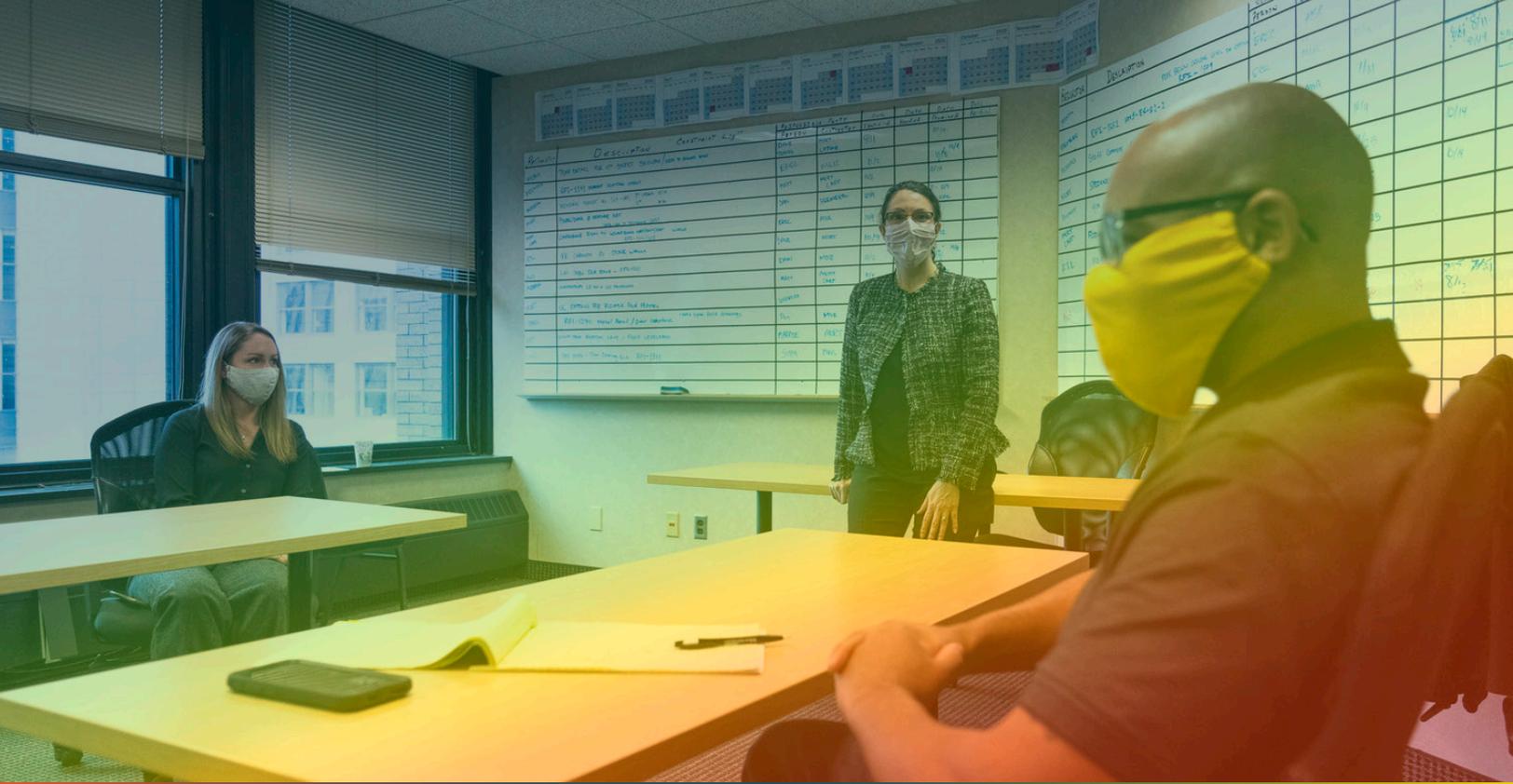


#### To Read

- "Kindness is a super power", Alicia Ortego
- "A Good Kind of Trouble," Lisa Moore Ramee
- "Mighty, Mighty Construction Site," Sherry Duskey Rinker
- BCCCC Diversity, Equity and Inclusion Study, 2021 Executive summary
- Association of Corporate Citizenship Professionals: Advancing Equity Summit Takeaways
- Taproot Foundation: Pro-Bono Inclusive Leadership
- Minnesota Association for Volunteer Administration: Racial Equity and Inclusion Resources for Volunteer Engagement Leader

Day 5:  
October  
22

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Building the Foundation for Inclusion

October 18-22, 2021

## FAQ's

Is Construction Inclusion Week a live conference or virtual conference?

- No- In its inaugural year, Construction Inclusion Week is an industry-wide awareness effort to create a collective safe spaces for difficult conversations, provide educational insights, and to foster a more inclusive construction industry.

What is Construction Inclusion Week going to provide?

- Construction Inclusion Week will provide a daily video kick-off messages, a library of conversation guides for jobsites and offices, as well as supplemental resources including videos, podcasts, and reading materials to aid you in planning events and activities within your organization.

How can I sponsor Construction Inclusion Week?

- For the inaugural year, there are no sponsorship opportunities available. If you are interested in becoming a sponsor for future inclusion week events, please email [timeforchange@constructioninclusionweek.com](mailto:timeforchange@constructioninclusionweek.com)

How much does it cost to register or participate in Construction Inclusion Week?

- This year, there is no cost associated for Construction Inclusion Week.

When will the resources be available?

- This guide includes links to the daily resources. Additional videos, resources, and at home content is coming soon!

For additional information, email [timeforchange@constructioninclusionweek.com](mailto:timeforchange@constructioninclusionweek.com)

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