

PREPARING FOR THE INDUSTRY OF TOMORROW



**Define Your Company Culture as a
Culture of CARE**



The following CE credits are offered for this session:



1.0 AIC CPD Credit | AGC of America has been approved to offer Continuing Professional Development (CPD) credits for qualifying programs by the [American Institute of Constructors](#) (AIC).



1.0 SMPS CEU Credit | AGC of America is approved by the [Society for Marketing Professional Services](#) (SMPS) to offer SMPS CEUs.



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This session is designated for **1.2 CPE credits** in the field of Personnel/Human Resources.

How to earn CE hours for this session

Participants must:

1. Check in with attendance scanner at the door or in the back of the room.
2. Attend at least 95% of the session.
3. Complete the session and post-program evaluation.

Additional instructions will be emailed to attendees requesting CE credits.

You may contact **Jo-Anne Torres**, Manager of Professional Development and Continuing Education, at jo-anne.torres@agc.org or (703) 837-5360 for questions.



**CULTURE
OF CARE**

**DEFINE YOUR COMPANY
CULTURE AS A CULTURE OF CARE**

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TAKE THE PLEDGE

Our company believes that every individual has the right to a work environment that is free from harassment, hazing and bullying. We will take action to ensure every employee at our company has the opportunity to reach their full potential by building a culture that is diverse, safe, welcoming and inclusive.

By taking this pledge, my company is committing to the following principles:

C

COMMIT

to hire and pay based on skill and experience regardless of ethnicity, gender, nationality, race or religion.

A

ATTRACT

prospective employees by creating inclusive workplaces that are free from harassment, hazing and bullying.

R

RETAIN

high-performing employees by identifying and removing barriers to advancement.

E

EMPOWER

every employee to promote a culture of diversity and inclusion.

COMMIT FOR MY COMPANY

SHARE YOUR
COMMITMENT



PERSONAL PLEDGE

I believe that every individual has the right to work in an environment that is free from harassment, hazing and bullying. I will do my part to build a culture that is diverse, safe, welcoming and inclusive by taking action to ensure that unwelcome, offensive, discriminatory or harassing language and/or behavior is not tolerated in my workplace.

COMMIT FOR MYSELF

SHARE YOUR COMMITMENT





WE ARE A CULTURE OF

CARE

COMMIT

ATTRACT

RETAIN

EMPOWER

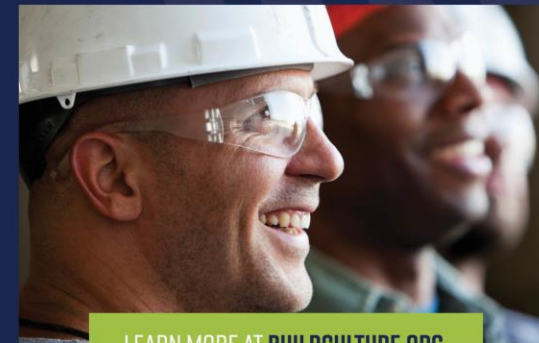


TAKE THE PLEDGE AT [BUILDCULTURE.ORG](https://buildculture.org)



**IMPACT
CHAMPION**

WE HAVE PLEDGED TO BUILDING A CULTURE THAT IS
SAFE, WELCOMING AND INCLUSIVE
TO EVERYONE.



LEARN MORE AT [BUILDCULTURE.ORG](https://buildculture.org)



REVIEW & UPDATE COMPANY POLICIES

- Outlines the Culture of CARE Commitment
- Sets expectations for employee behavior around Culture of CARE
- Addresses Harassment, Hazing & Bullying
- Adopt in full or take pieces to add to your existing company policy

REVIEW & UPDATE COMPANY POLICIES

- Job Posting
- Recruiting & Hiring
- Onboarding
- Performance Evaluation
- Promotion & Retention
- Stay/Exit Interviews



TRAIN YOUR EMPLOYEES



COMMITTING TO A CULTURE OF CARE

Culture of CARE Toolbox Series – Part 1

Date: _____ Jobsite: _____ Discussion Leader: _____

WHAT IS COMPANY CULTURE?

Every company has a culture. But, what does that really mean? Usually a company has a stated culture in the form of vision and mission statements. But in practice, company culture is the way people feel about the work they do, how they treat each other and behave in the workplace, where they see the company going, and what they're doing to get it there. This actual culture may or may not be in line with the company's stated culture.

WHAT IS A CULTURE OF CARE?

We have pledged to building a culture that is safe, welcoming and includes everyone. Through this pledge we have committed to Culture of CARE's four founding principles:

- Commit** to hire and pay based on skill and experience, regardless of ethnicity, gender, nationality, race or religion
- Attract** prospective employees, suppliers and subcontractors by creating inclusive workplaces that are free from harassment, hazing and bullying
- Retain** high-performing employees by identifying and removing barriers to advancement
- Empower** every individual to promote a culture of diversity and inclusion

WHY ARE WE MAKING THIS COMMITMENT?

We believe that everyone has the right to work in an environment that is free from harassment, hazing and bullying. This commitment applies not just to our employees, but to every individual who comes into contact with our company including subcontractors, suppliers, owners, and partners.

WHAT DOES THIS MEAN FOR YOU?

We expect everyone in our company and on our jobsites to commit to and comply with the Culture of CARE values.

Discussion Questions:

1. In three words, can you describe what our current jobsite culture looks like?
2. What are the similarities and differences in how different people view the current culture?
3. How is the current culture similar or different to what is expected through a Culture of CARE?
4. How can you contribute towards building a Culture of CARE?

This toolbox talk is part one of a three-part series about Culture of CARE. Part two and three will go into greater detail about how to turn this commitment into action. We will be discussing these talks in the coming weeks.

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BUILDING A CULTURE OF CARE

Culture of CARE Toolbox Series – Part 2

Date: _____ Jobsite: _____ Discussion Leader: _____

WHAT DOES INCLUSION MEAN?

Inclusion is a feeling of belonging. An inclusive workplace exists when employees are valued, respected, accepted and encouraged to fully participate in their organization. People who feel included perform better and have fewer accidents, creating a more productive and safer workplace for everybody.

Let's look at some scenarios and discuss whether these are inclusive:

Scenario 1:

There is a new employee at your company whose name you've never heard before. Every time you talk to them, you can't remember how to say their name, so you pronounce it how you think it sounds. You are not pronouncing it correctly.

Scenario 2:

A problem comes up on the jobsite. Your supervisor suggests a solution to the problem. You speak up and provide an alternative solution you think will work better. Your coworkers agree that your solution is the best option. Your supervisor moves forward with the solution you provided.

Scenario 3:

A coworker always complains when somebody brings food into work that has a strong smell. A new employee starts and brings their lunch from home. You gently warn them not to bring any food into work that might smell or your coworker will complain loudly and demand to know who is eating the "smelly" food.

HOW DOES CULTURE OF CARE CREATE AN INCLUSIVE WORKPLACE?

Culture of CARE simply lays the foundation for what is and is not acceptable behavior on a jobsite. It is up to each of us to acknowledge that everyone on site adds value, deserves respect and has an opportunity to contribute to the work. Creating a Culture of CARE helps everyone feel more comfortable and confident speaking up, sharing new ideas, and working to stop harassment, hazing, bullying, threats and intimidation.

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WAYS YOU CAN CONTRIBUTE TO A CULTURE OF CARE:

Acknowledge differences, with respect

- Welcome ideas that are different from your own
- Observe diverse traditions, celebrations and holidays from other cultures

Treat people how THEY wish to be treated rather than how YOU wish to be treated

- Social activities and practices that are comfortable for you may not be comfortable for others
- Get to know your coworkers; ask them about their family, values or hobbies

Speak up and support diversity issues that are not necessarily your own

Understand the diversity you personally bring to the organization.

- Each of us is different and adds value because of these differences

Look for new ideas

- If you routinely go to the same people for ideas, you aren't necessarily being open to the diversity of thought others provide and may be unintentionally excluding some of your coworkers

Rotate who initiates or leads meetings

- Even informal ToolBox Talks or site meetings can be enhanced by a new person's perspectives or leadership styles



LEADING A CULTURE OF CARE

Culture of CARE Toolbox Series – Part 3

Date: _____ Jobsite: _____ Discussion Leader: _____

WHAT IS MY ROLE IN A CULTURE OF CARE?

Everyone on a jobsite has a role to play in building a Culture of CARE. There are a number of things you can do to help make sure this jobsite is safe, welcoming and inclusive for everyone.

BECOME AN ACTIVE BYSTANDER AND ALLY:

How many times have you felt uncomfortable with how somebody on a jobsite was being treated but didn't do anything about it? By staying silent, you are contributing to the negative behavior. Anytime you see or hear disrespectful behavior, you should take steps to act. Let's talk about some of the ways you could intervene safely to help a coworker who is being harassed, hazed or bullied:

Confront the Situation Directly

Step in and say something to immediately stop the situation. For example, if a coworker is making a racist joke tell the coworker the joke isn't funny, it's racist and it needs to stop.

Create a Distraction

Change the topic of conversation or ask the person behaving inappropriately for help to distract their attention and diffuse the situation. For example, if a foreman is yelling and swearing at one of their employees, call over to the foreman and tell them there's an issue with what you're working on and you need their help.

Ask for Help

If you don't feel safe confronting the harasser or creating a distraction, find somebody you feel comfortable asking for help. This could be human resources, a supervisor or colleague(s) who could help you address the situation as a group. There is "power in numbers."

Remember: Even small actions can have a big impact in creating a Culture of CARE where everyone is valued and respected, and threatening behavior is not tolerated.

WHAT IS HARASSMENT?

Any unwelcome conduct that is based on race, color, religion, gender (including sexual orientation), national origin, age, or ability.

- Racist or sexist jokes, racial or homophobic slurs, name calling, physical assaults or threats
- Offensive objects or pictures: pornography or nude photos, swastikas, etc.
- Unwanted or inappropriate touching, texting or calling. Repeatedly asking a colleague on a date
- Telling a colleague they were only hired because of the color of their skin, to fill a "diversity quota"

WHAT IS HAZING?

A ritual or initiation process – commonly for apprentices or new employees – that intentionally causes embarrassment.

- Refusing to train apprentices or teach them their trade; making fun of them when they don't know how to do something
- Making an apprentice or new employee take the fall for poor quality work of a more senior employee

WHAT IS BULLYING?

Intentionally and repeatedly causing another person emotional, mental or physical harm.

- Denying workers breaks
- Supervisors using condescending or demeaning language
- Making eye contact or staring down a colleague but not greeting them or saying anything

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TELL YOUR STORY

Talking about inclusion and diversity is one thing, but it has to be supported by your actions. And it has to be supported by every decision you make every day. If you tolerate something that isn't consistent with your culture, you erode who you are as a company.

– Shannon Gustine, Director of Operations, Hensel Phelps



YOU'LL BE IN GOOD COMPANY





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