

NAWIC QLD's Male Allies Program



Construction Industry Male Allies Mentoring Program

Pushing women to participate in the construction industry sounds like the way we fix the gender imbalance! Right? A PUSH strategy on its own will not work.

The problem with that approach is that it doesn't deal with the other half of the equation – winning the hearts and minds of the men in the industry – which is where the PULL needs to come from.

Men want to support gender balance in the industry – but often don't know HOW and what to do

For men in the industry who want to go beyond talking about greater gender equity in construction - its time to learn how to walk the walk! Designed specifically for NAWIC by emberin, global leaders in diversity and inclusion and pioneers in the engagement of men.

The Male Allies Mentoring program is a commitment to 5 x 30 minute online modules over 10 weeks, working group discussions + measurement of the ACTIONS participants take as a result of what they have learned. Multiple learning options – we know that every individual learns differently – we have created a few different modes – with the aim to get broader engagement. Participants don't need to do all components – we find they usually have a preference and that's where they learn best.

What is the Male Allies Program?

NAWIC Queensland has commissioned global diversity and inclusion experts emberin to create a program for men in the construction industry designed to really challenge thinking and stereotypes and to embed some new habits to enable greater gender inclusion in the Construction Industry



Let's have a real conversation about what men need to do to make gender diversity happen.

What does participation involve?

Participants will do 5 short online modules over 10 weeks, a log book, communications plus 3-4 face to face discussions lead by a male sponsor appointed for the group. All simple discussion templates and instructions provided. It's easy!

Based on the principles of habit shift... with lots of practical action. You should see an impact and some great success stories.

When and How?

Start a group in your organization at any time. Appoint a 'sponsor' to lead the group. Face to face discussions are important - these discussions can be led by a man who is part of the group and is the 'sponsor' - although he does not have to be a subject matter expert - he is on the learning journey as well.

Based on the philosophy that good decent men want to support women in their careers....but sometimes don't know how.

CONTACT for more information:
connect@emberin.com
1800 306 698



The 10-week Male Allies mentoring program experience is no more than 30 mins per week

This works well with a group of men working through it together – based in the same location so they can meet up and discuss.

The journey is based on the science of behavioural change and habit shift.

Launch the program

Week 1

This is a simple one-hour meeting with the group. A 'leader' of the discussion is appointed (although he doesn't need to be an expert). The leader is given the questions and instructions on what to say and how to get people started. Participants start

MODULE 1: STAGE 1: PLANNING

Stage 1: Planning

Week 2

Your invitation to STEP UP as a Male Ally What is a MALE Ally?

What sorts of things do they DO? What stops men from being Male Allies? What are the barriers and why should men want to overcome them? Knowing what you know now – go and do your own R&D

Stage 2: Foundation

Week 3

Why MALE Allies? Understand the difference between DIVERSITY and INCLUSION. Being a Male Ally will make you more money. EXCLUSION – how does subtle exclusion occur? What is the experience of women in the industry?

Stage 2: Foundation

Week 4

Being part of MALE CULTURE. Introducing the habits of being INCLUSIVE everyday! Nothing will change without you taking ACTION.....trying new approaches and experimenting takes courage.

MEET WITH YOUR WORKING GROUP: DISCUSSION AGENDA WILL BE PROVIDED

Stage 3: Frameout

Week 5

Understand practical unconscious bias. How does bias play out in the things we do each day at work? For example recruitment, caring responsibilities, flexible work and listening to ideas.

Week 6

Stage 3: Frame out

Challenging the concept of 'merit' – is it actually subjective? How do the HABITS of being inclusive apply? These habits are clues to the ACTIONS you could take. Experiment examples based on the habits. **MEET WITH YOUR WORKING GROUP: DISCUSSION AGENDA WILL BE PROVIDED**

Week 7

Stage 4: Bricks & Mortar

Understand 'style difference. Gender style differences – does it exist and what does it look like? Understand that managing someone who is different to you is HARD! Understand men's top 5 challenges with women! Understand women's top 5 challenges with men!

Week 8

Stage 4: Bricks & Mortar

Understand what we mean by 'psychological safety' and how important it is. Pick a woman from your business that you find hard to work with - and think about the assumptions you make about them. **MEET WITH YOUR WORKING GROUP: DISCUSSION AGENDA WILL BE PROVIDED**

Week 9

Stage 5: Fit out

It's time to BE a male Ally to women in the construction industry! What does a male ally in ACTION look like? Tackling Resistance.

Week 10

Graduation

It's time to BE Male allies... it's a wrap! Final group meeting – each participant presents their experiments and the outcome. Opportunity to invite other men and senior people from your organization! a male Ally to women in the construction industry!

More than a third of women working in the construction, property and engineering (CPE) sector feel that a lack of gender diversity and the workplace culture that stems from this imbalance deter women from entering the industry or make them want to leave.

The 2019 Randstad Women in Construction Survey

Men's capabilities as construction professionals are assumed; women's capabilities are frequently questioned, singled out or discussed. Women need to demonstrate they are better, not just equal to men. Men view actions to address gender equality as providing women with an unfair advantage. It underscores the need for more systematic and objective selection in opening up equal opportunities for women in the industry.

University of New South Wales

The Construction Industry: A concrete wall for women!

The challenges facing many women in fulfilling their career potential are often referred to as 'breaking through the glass ceiling'. Within the construction industry in Australia, these challenges would better be described as attempting to smash through a concrete wall. Construction continues to be the most male-dominated major industry in Australia, where the proportion of women working in the sector has fallen over the past 20 years (12% in 2018 compared to 13.8% in 1998). The women who work in the sector are mainly clustered in support roles such as admin or HR, rather than on-site or senior management.

The 2019 Randstad Women in Construction Survey

If you are serious about gender diversity in your organisation, it's time to accept that current approaches are not working. Engaging men is the only way we will start getting real results.



AGREED NAWIC PER PERSON PRICE TABLE:

Min cohort 10 people from an organisation

- 10 participants: \$300
- 20 – 50 participants: \$250
- 50 – 100 participants: \$200
- 100 – 500 participants: \$150
- >500 participants: \$100

** Per person rates

Facilitator Kit included for cohorts

- Any additional out pocket expenses invoiced separately at cost (for example printing of log books)
- GST excluded
- Additional costs apply if you would like to engage emberin to facilitate workshops

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