

# Strategic Plan for Women Thriving In Construction: A Global Institute



## Executive Summary

Women Thriving In Construction: A Global Institute (WTIC) is a nonprofit organization dedicated to accelerating the participation and retention of women in the construction industry worldwide. Our mission is to double and eventually triple the number of women in trades, management, leadership, and board positions within the industry. This strategic plan outlines our approach to achieving these goals by leveraging data, partnerships, public relations campaigns, and targeted funding.



## The Current Landscape

Despite the construction industry's critical role in global development, women remain significantly underrepresented. Key statistics highlight the challenges:



Women make up only **10.9%** of the construction workforce globally, with most employed in administrative roles.



**4% to 5%** of tradespeople are women.



Leadership positions are disproportionately male, with women occupying fewer than **14%** of managerial roles and less than **2%** of board positions in construction firms.



High attrition rates among women in the industry suggest systemic challenges, including workplace culture, limited mentorship opportunities, and inadequate support systems.

## Our Purpose

**To accelerate the transformation of the global construction industry such that women have equal opportunities to contribute, lead, and succeed.**

## Core Strategies

Despite the construction industry's critical role in global development, women remain significantly underrepresented. Key statistics highlight the challenges:

### Data Collection and Analysis



**Objective:** Become the authoritative global source for data on women in construction.

**Actions:**

- Develop and maintain a global dashboard tracking women's representation and progress in construction.
- Conduct annual surveys and publish comprehensive reports on industry trends.
- Provide actionable insights to policymakers, educators, and industry leaders.

### Funding and Scaling Effective Programs



**Objective:** Identify and invest in programs that successfully recruit and retain women in construction.

**Actions:**

- Create a funding pool for innovative workforce development programs.
- Support mentorship and apprenticeship initiatives tailored for women.
- Scale community outreach programs that address barriers to entry.

### Stakeholder Engagement and Collaboration



**Objective:** Convene industry stakeholders to identify, fund, and scale successful strategies for increasing women's participation.

**Actions:**

- Host annual global summits with construction industry stakeholders including industry leaders, policymakers, associations, unions, and organizations supporting women in construction.
- Establish an advisory council of industry champions to guide initiatives.
- Develop a collaborative platform to share best practices, case studies, and actionable strategies.

### Public Relations and Industry Image Enhancement



**Objective:** Improve the perception of the construction industry as a viable and attractive career choice for women.

**Actions:**

- Launch a global media campaign showcasing successful women in construction.
- Partner with schools, universities, and trade organizations to promote career pathways for women.
- Advocate for inclusive workplace policies and celebrate companies leading in diversity via a global awards program. (Note: consider exploring how the James Beard Foundation achieved this in the culinary industry.)



## Goals and Key Performance Indicators (KPIs)

### Establish WTIC as the Go-To Data Source



- Publish annual industry reports with actionable insights.
- Develop partnerships with academic institutions for robust data analysis.
- Gain recognition as a leading resource by 50% of industry stakeholders.

### Double Women's Representation by 2030



- Increase women's participation in trades from 3% to 6%.
- Increase women's representation in management from 14% to 28%.
- Achieve 4% representation of women on boards of construction companies.

### Triple Women's Representation by 2040



- Women to make up 9% of tradespeople.
- Women's representation in management to reach 42%.
- Achieve 6% representation of women on construction boards.

## Implementation Plan

**Year 1**

### Foundation Building

- Establish partnerships with key industry organizations.
- Develop the global data dashboard and conduct the first annual survey.
- Launch a pilot public relations campaign featuring industry role models.

**Year 2-3**

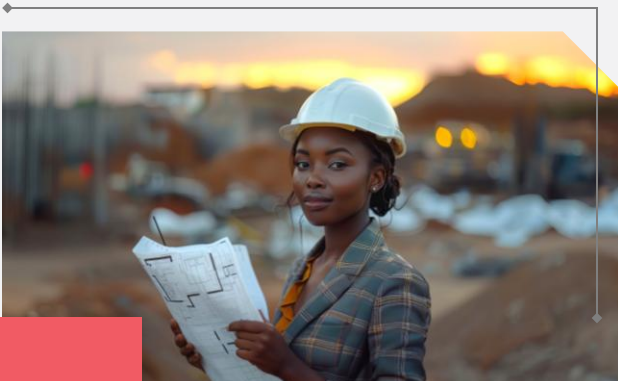
### Program Launch and Growth

- Host the first global summit to share strategies and best practices.
- Begin funding selected mentorship and apprenticeship programs.
- Publish the first comprehensive industry trends report.

**Year 4-5**

### Scaling and Impact Measurement

- Expand funding for high-impact programs globally.
- Scale public relations campaigns to reach broader audiences.
- Conduct impact assessments and refine strategies based on results.



## CONCLUSION

Women Thriving In Construction: A Global Institute is committed to driving transformative change in the construction industry. By addressing systemic challenges, improving the industry's image, and scaling effective solutions, we aim to create a future where women thrive at all levels of construction worldwide.