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Women in Construction

Building Diversity



Women in Construction

The **Power Within HER**®

A Division of The Power Within Training



HERCULES
CONSTRUCTION
ACADEMY

Introduction to Women in Construction: Building Diversity Programme

The construction industry is evolving, and it's time for women to play a bigger role in shaping its future. Despite making up less than 16% of the workforce—primarily in administrative or support roles—women are vastly under-represented in key construction positions.

The 'Women in Construction: Building Diversity' programme is designed to change that.

This isn't just about training; it's about breaking barriers, opening doors, and empowering women to thrive in one of the UK's most dynamic industries. By blending essential technical skills with personal leadership development, resilience-building, and Motivational Intelligence, this programme equips women with the mindset, confidence, and tools they need to lead, succeed, and make a lasting impact in construction.

Accessible to women across England, Scotland, and Wales, the programme provides more than just an entry into construction – it opens the door to a rewarding career where women can make their mark, inspire others, and drive the industry forward.

“

I cannot recommend the Women in Leadership course enough. [Mari and] the team are outstanding and have helped me to believe in myself. The course content has made me feel that anything is possible and therefore, I am forever grateful!

- Karen Robinson, Vistry

Our construction academy has been built on the foundations of our business and values to provide the very best services to the construction industry by being Collaborative, Innovative, Committed, United and Trustworthy.

As the skills issues throughout the UK continue to rise, our academy has been established to address them and provide a solution to attract new talent and upskill the current workforce.

By providing excellent facilities and a diverse range of training courses, we will inspire, ignite, and empower every learner who trains with us to achieve and sustain a long career within the construction industry.

By collaborating with industry and placing learning and development at our core, the academy is here to provide the solution to your training needs. We are here to welcome learners from every background and will provide tailored, dedicated training to every individual.



Programme Overview

The programme is a comprehensive three-week initiative designed to provide women with the essential skills, knowledge, and confidence to succeed in construction. An optional fourth week allows participants to deepen their technical expertise and gain additional certifications.

Programme Structure:

Week 1: Self-Leadership (Online, 16 hours) and Basic Health, Safety, and Environment (HS&E) Training (Online, 8 hours)

In this module, the focus is on building self-confidence, personal leadership, and resilience - key skills for women entering a male-dominated industry. Women will gain an overview of the different career paths and opportunities available in construction and prepare for potential challenges. They will also gain critical knowledge of UK safety standards and protocols.

Week 2: Basic Technical Training (Online, 40 hours)

This module is designed to provide women with the foundational technical knowledge required for entry-level positions in the construction sector. While the job roles may vary, this module ensures participants have the essential skills to handle basic tasks, tools and machinery, so they are confident about going on site.

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This training course has given me skills to learn new things and to gain employment within the construction industry, it gives me a lot more confidence in my own ability to know I can work in construction.

- TS-August 2024

Week 3: On-Site Training (On Site)

On-Site Training and Employability Support (On Site, 40 hours)
Participants will work alongside professionals on an active construction site, applying their skills in real-world settings.

This hands-on experience offers critical insights into site operations, teamwork, and the use of tools, machinery, and equipment. To round off the week, participants will receive employability mentoring, including support with updating their CVs, positioning themselves on LinkedIn, and preparing for job applications.

Optional Week 4: Further Technical Training

For those looking to specialise further, this week offers specialised technical training (between 1-4 additional weeks), certifications, and insights into specific roles within the industry, helping participants stand out in the job market.



Programme Overview

Key Features of the Programme:

Flexible Learning: The programme combines online modules with hands-on training for a well-rounded and practical experience.

Real-World Application: On-site training prepares participants for the practical demands of construction work.

Industry-Relevant Skills: Covers essential safety and technical skills aligned with industry standards.

Optional Specialisation: The fourth week allows participants to gain further certifications based on their career goals.





Who Is This Programme For?

This programme is ideal for women who are motivated to develop their skills and build a rewarding career in construction.

An ideal candidate will:

- ▶ Be age 18* or older, with the right to work in the UK for at least three years.
- ▶ Be eager to explore career opportunities within the construction sector.
- ▶ Want to develop strong communication and teamwork skills. Be able to commit to a three-week, full-time training programme.
- ▶ (Preferred but not essential) Have achieved a Maths and English GCSE Grade 4 (or C) or equivalent. Support is available for candidates needing to upskill in these areas.

***Note:** Some funding sources, such as the City & Guilds Bootcamp, require learners to be 19+ to qualify.

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I didn't know what to expect when I joined this training course but I am so glad that I did it and I have achieved so much, not only construction skills but working in a team. I can definitely say this has improved my confidence 100%.

- CD-June 2024



What's Included?

The programme provides a comprehensive package designed to support participants' training and career development.

Here's what's included:

- ▶ **Explore Career Paths:** Gain insight into various roles and career opportunities within the construction industry.
- ▶ **Personal & Professional Development:** Participate in sessions designed to build confidence, leadership, and readiness to step into the construction industry.
- ▶ **Health and Safety Training:** Learn the fundamentals of construction health and safety regulations.
- ▶ **Modern Construction Methods:** Get familiar with innovative techniques and technologies shaping today's industry.
- ▶ **Practical Experience:** Benefit from hands-on work experience on a local construction site to apply your skills in real-world scenarios.
- ▶ **Greater Employability:** Receive guidance on enhancing your CV, improving your LinkedIn profile, and preparing for interviews, increasing your employability in the construction job market.
- ▶ **Networking Opportunities:** Connect with industry professionals, open doors to potential recruitment opportunities, and build valuable networks – all while being part of our supportive community for 6 months after the programme.
- ▶ **Financial Support:** Assistance may be available for childcare and travel costs during work placements.



Why Diversity Matters in Construction

The programme aims to equip women with the skills and qualifications to fill key construction roles, helping to close the gender gap. Here's why diversity is crucial:

Why Diversity is Key:

- ▶ **Addressing the Skills Shortage:**
Women bring valuable skills that can help close the skills gap and meet industry demands.
- ▶ **Driving Innovation:**
Diverse teams bring fresh perspectives and more creative problem-solving, leading to better project outcomes.
- ▶ **Enhancing Workplace Culture:**
A more inclusive workforce fosters better collaboration, job satisfaction, and stronger team dynamics.
- ▶ **Meeting Client Expectations:**
Clients increasingly expect diversity from their partners. Companies committed to inclusion are more competitive and win more contracts.
- ▶ **Boosting Economic Performance:**
Research shows that diverse teams are more productive and profitable. Gender diversity strengthens decision-making and drives business results.

The Business Case for Diversity:

- ▶ **Higher Productivity:**
Diverse teams work more effectively and efficiently.
- ▶ **Stronger Reputation:**
Companies that embrace diversity attract clients and top talent.
- ▶ **Increased Profitability:**
Diverse teams deliver better financial performance.



Benefits For Construction Companies

Partnering with the Women in Construction: Building Diversity programme isn't just a commitment to social responsibility - it's a smart business decision.

Here's how your company benefits:

- ▶ **Access to a New Talent Pool:**
Engage with motivated, skilled women ready to enter the workforce and help bridge the industry's talent gap.
- ▶ **Boost Innovation:**
Diverse teams bring fresh ideas and creative problem-solving, leading to better project outcomes.
- ▶ **Enhance Your Reputation:**
Show your commitment to diversity, positioning your company as a forward-thinking industry leader.
- ▶ **Meet Client Expectations:**
Align with client and market demands for diversity, securing more contracts and strengthening client relationships.



Choosing to change my career and move into construction was a big decision but the academy team addressed all my fears. The training I received was rewarding and meant I achieved a range of qualifications that helped me in my new role, without this training and advice I was given I may have stayed in a role I didn't enjoy. Thank you Hercules academy!

- BF June 2024

- ▶ **Increase Employee Retention:**
Inclusive workplaces see higher job satisfaction and loyalty, reducing turnover and recruitment costs.
- ▶ **Support CSR Goals:**
Contribute to breaking gender barriers in construction, fulfilling your corporate social responsibility objectives.
- ▶ **Meet Section 106 Requirements:**
By participating in this programme, your company can meet planning obligations tied to Section 106 agreements, which often include commitments to local employment, skills development, and social value contributions.

Leverage these benefits to not only grow your workforce but also enhance your business's reputation and compliance with important community-focused commitments.



I joined the Women in Construction Hub because I wanted to be part of a community that truly supports and champions women in the construction industry. I am proud to be part of a community that share experiences, and contribute to a broader movement towards diversity and inclusion within construction.

Being part of the Hub has been incredibly valuable to me. The awards organised by the Hub are a fantastic way of recognising the contributions of women across the industry, and they have inspired me to continue pushing boundaries and encouraging others to do the same.

- Claire Maney - Maney Project Services Ltd



How Companies Can Get Involved

There are several ways construction companies can support this initiative:

Sponsorship Opportunities:

- ▶ **Programme Sponsorship:**
Fund training, resources, and equipment.
 - Participant Sponsorship: Support women who need financial assistance.
 - Event or Session Sponsorship: Sponsor key sessions.
- ▶ **Host On-Site Training or Site Visits:**
Offer practical, hands-on experience at your construction sites.
- ▶ **Mentorship and Career Talks:**
Provide guidance, insights, and networking opportunities to help participants build their careers.
- ▶ **Offer Apprenticeships or Job Placements:**
Help graduates transition into the workforce, filling your talent gaps.
- ▶ **Join the Membership Scheme:**
Showcase your commitment to diversity by joining our new membership scheme.

We're currently working with industry experts to build a membership programme that supports your specific needs and offers real value to support you, your business, and your commitment to building diversity.

As a member, your company will benefit from exclusive branding opportunities to position your company as a diversity leader in the industry.



Programme Outcomes

The programme delivers real, measurable results:

- ▶ **Confidence and Leadership Skills:**
Participants develop self-leadership and resilience, empowering them to navigate challenges and contribute confidently to the industry.
- ▶ **Health & Safety Competence:**
Participants gain a comprehensive understanding of UK safety regulations, ensuring they're fully prepared to work safely on-site.
- ▶ **Technical Skills and Practical Experience:**
Participants develop technical expertise and hands-on experience on real construction sites, making them job-ready from day one.
- ▶ **Real-World Construction Experience:**
Participants gain valuable insights into daily site operations and teamwork, applying newly acquired skills in practical settings.
- ▶ **Greater Employability:** Through dedicated mentoring on employability, participants receive support to enhance their CVs, improve LinkedIn profiles, and prepare for interviews, helping them position themselves effectively for the job market.
- ▶ **Career Path Insights and Networking:**
Participants gain exposure to a range of career paths and connect with industry leaders, opening up job opportunities and career growth prospects.



Testimonials And Success Stories

“

I highly recommend the course. The insights and tools provided are directly relatable to all aspects of my life, including both my work and personal life.

The course taught me many lessons about myself and my mindset, and has given me a number of key lessons which will stay with me for life. The course instructor was fabulous, and made the course engaging and easy to understand.

If you are looking for a course to assist you to understand yourself, your unlimited potential and drive your personal and business growth look no further.

- Sally Riley, Redrow Homes

“

I can honestly say this is one of the best courses I have ever been part of. I feel as if I have learnt so much and I instantly started putting into practice some of the methods. I believe in myself and my abilities so much more and am enjoying sharing this knowledge with my team and them also benefitting from my new learning skills of how to be a good leader that inspires their team.

The stop, start, continue technique is probably the most useful tool I have learnt and is fantastic with helping me more productive and drives me more to goal set and review.

- Lisa Hill, Countryside Partnerships



Testimonials And Success Stories

“

It can be a lonely industry sometimes! Before [the Women In Construction Hub] there were no real networks for women in the industry and now the hub has helped me find a supportive network of inspiring people, who have helped open up new business opportunities for me. Would recommend 100%.

- Sam Lester, Balfour Beatty

“

I joined the hub because I knew it would be a community filled with other smart, driven people where I could learn, share ideas and get opportunities I couldn't access otherwise. The hub has given me a place to connect with some truly brilliant minds and hilarious fun women.

I've made genuine new friends! Plus It's one of those rare spaces where you can ask tough questions, get honest feedback, and sometimes have your ideas turned upside down (in the best way possible!)

- Helen Chorley, Founder Property Sisters



Frequently Asked Questions

What are the barriers for women entering construction, and how can they be addressed?

Perceptions of construction as male-dominated, lack of awareness of opportunities, and physical demands. Solutions include showcasing successful women, offering flexible work options, and providing targeted training.

Why is gender diversity important in construction?

Diverse teams improve innovation, culture, and profitability, making construction more competitive and forward-thinking.

How does the programme support women?

It equips them with personal leadership skills, technical training, hands-on experience, and networking opportunities.

What roles can women pursue in construction?

Women can work in trades, project management, health and safety, architecture, engineering, and more.

What can companies do to attract more women?

Offer flexible work, mentorship, and promote female role models while investing in training tailored to women. By increasing female representation in construction, women in the industry can serve as role models for future generations.

How does the programme work?

The programme combines personal development, technical training, and crucial on-site experience. This hands-on approach is designed to equip women with the skills, knowledge, and confidence needed to thrive in the construction industry.

Through a blend of self-leadership development, practical technical skills, and real-world site experience, participants gain the tools they need to overcome challenges and make a lasting impact in the field.



Costs For The Programme

The cost for the Women in Construction – Building Diversity programme is £4,500 per participant.

This comprehensive fee covers all aspects of the recruitment and training, including:

- ▶ **Recruitment and Engagement:** Targeted recruitment campaigns to attract diverse talent.
- ▶ **Pre-Employment Training:** Expert-led training focused on personal leadership development, health and safety, technical expertise, and employability skills.
- ▶ **Work Placements:** Coordination of on-site placements. Ongoing Support and Mentorship: Continued career coaching and mentorship for up to three months post-programme.
- ▶ **Additional Participant Support:** Covering expenses for travel and childcare (up to £350 per participant).

Funding Opportunities

There is potential for up to 60% of the programme costs to be funded by City & Guilds through their Bootcamp funding scheme, which can significantly reduce the cost for participating employers.

Investing in this programme not only supports the development of a skilled and diverse workforce, but it also helps meet Section 106 obligations, aligns with your corporate social responsibility goals, and enhances your reputation as a leader in diversity and inclusion.



About The Power Within HER

In an industry historically dominated by one narrative, the time has come to embrace and champion the diverse voices of women in construction.

Women In Construction: The Power Within HER is a beacon of empowerment and change. With the combined expertise of Women in Construction, The Power Within Training, and Hercules Construction Academy, we present an unmatched platform dedicated to nurturing the next generation of female leaders.

Michaela Wain's vision resonates deeply, underlining the need for tailor-made courses to address women's unique challenges and aspirations in this sector. Our commitment doesn't end with education; it's about fostering a community where every woman feels seen, heard, and valued.

At the forefront of this initiative is a unique blend of motivation, leadership, and unwavering dedication, exemplified by James and Enas of The Power Within Training. This husband-and-wife duo, renowned for their ground-breaking work in Motivational Intelligence, have pioneered a path for countless individuals and businesses to harness their potential and navigate the complexities of their careers.



The Shared Vision:

At Women in Construction: The Power Within HER, we don't just offer training; we ignite a movement. Through a rich tapestry of resources, mentorship, and Motivational Intelligence training, we aspire to bridge the existing gaps and get more women into the industry. Hercules Construction Academy is directly involved in the delivery of this incredible programme, offering hands-on expertise and specialised insight of the industry.

This partnership between Women In Construction, The Power Within Training, and Hercules Construction Academy affirms our shared dedication to building a more inclusive, diverse, and dynamic construction sector. Together, we're creating spaces where women don't just survive but thrive, setting new benchmarks of excellence and innovation.

Embrace this transformation with us, for the future of construction is female and powerfully radiant.

Join us, and let's build this future together.





Let's Build This Future Together

Our team at The Power Within are standing by to make sure you get the help you need. Whether you have a question, are interested in finding out more or looking for a proposal and more, we're here for you!

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