Designing Cultures, Building People

THE “NEW” DESIGN-BUILD

SYDNE JACQUES, PE
On a Scale of 1 – 10, Where are You?

1
2
3
4
5
6
7
8
9
10
What is a Culture?

- The Way We Talk to Each Other
- What We Believe about the Organization
Culture by Design: Why is it Important?
1) Marketing
2) Recruiting
3) Training & Retaining
4) Building Ambassadors
4 P’s of Marketing & Recruiting

- POLICY
- PUBLIC RELATIONS
- PARENTS
- POTENTIAL CANDIDATES
Messaging to Reach Millennials

- We make a difference in the community
- We use technology
- We have careers to fit your future
What do Millennials Currently Working in Construction Think?

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
<th><strong>Cons</strong></th>
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<tbody>
<tr>
<td>Good Pay</td>
<td>Negative Stigma</td>
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<tr>
<td>Good Benefits</td>
<td>Hard work, long hours</td>
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<tr>
<td>Job Security</td>
<td>Takes Toll physically</td>
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<tr>
<td>Overtime</td>
<td>Language Barriers with other workers</td>
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<tr>
<td>Advancement Opportunities</td>
<td>Negative Environment, (Potential for Harassment)</td>
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<td>Pride in a job well done</td>
<td>Undervalued</td>
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Number One Complaint of Millennials Working in Construction:

- Relationship between “veteran” employees and new, younger employees
- Includes lack of mentoring relationships
My Formula for Designing Cultures:

Vision + Survey + Collaboration + Celebration =

Culture by Design
Vision
Vision
Vision
Collaborate
Collaborate
Collaborate
Celebrate
Celebrate
Celebrate
Celebrate
Vision – What Do You Want To Create?

A Positive Energy
Enjoyable Work Environment
Awesome Relationships
Satisfying Financial Situation
A Place Where People Have Fun
Survey: Ask Your Employees - What Is Their Current Reality?

What is really working?
What doesn’t fit your future vision?
(Even if it’s the way “we have always done it around here”)


Survey: Ask Your Employees -

1) SIMPLE SURVEY - 2 Questions
   What is working well?
   What can we improve?

2) START, STOP, CONTINUE
“I am happy and content with our culture today, knowing that because of the decisions we are making our culture will be even better in the future.”

-Sydne Jacques
When is the last time you took time to “Design” your Organizational Culture?
Celebrate!

Celebrations need to be designed as part of the Culture
Construction – Building It!

Follow Your Plan
Be Patient
Expect “Change Orders” 😊
Utilize Others’ Areas of Expertise
Celebrate!

Celebrate often!
Always have something to look forward to
3 B’s to Build Success!

1) Build Your People
2) Bridge The Gaps
3) Brand Your Organization
Building People!

Every Interaction is an Opportunity to Help Them GROW!

Be Strategic About Interactions (Influence)

Mentoring

Cheer Them on
Brazilian Bobsled Team
Bridge Your Gaps!

Communication
Generation
Gender
Engagement
“I Can’t See My Future”
Brand Your Organization for Success!

Public Relations
Ambassadors
A Tale of Two Bosses ...
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