

WOMEN IN CONSTRUCTION 2020

EMPOWER BY

Example



Here you will find

<u>About Archdesk</u>	<u>3</u>
<u>Who Are the Women in the Construction Industry Today?</u>	<u>4</u>
<u>“Women In Construction” — The Face Of The Present</u>	<u>6</u>
<u>1. How did they enter the industry?</u>	<u>11</u>
<u>2. Why did they choose the position & Why did they stay in the industry?</u>	<u>14</u>
<u>3. What do they like about their job?</u>	<u>18</u>
<u>4. 10% of construction industry employees are women. Do they notice the inequality in their daily work?</u>	<u>20</u>
<u>5. How can women contribute to the construction industry?</u>	<u>24</u>
<u>6. Tips & Advice for Other Women Who Consider a Career in Construction</u>	<u>27</u>



About Archdesk

Archdesk supports women!

We are Next Generation ERP for construction and bespoke manufacturing industries. 33% of our team is women [compared to 11% world wide in the construction industry] and growing!

Archdesk cloud-based software delivers management solution tailored to your business specific needs, allowing you to optimize your workflow, automate processes, and streamline communication along all of your projects.

[*Get to know more about the company.*](#)

Developed by experienced industry experts, this system solves the real challenges your company faces. Our solution can support your company in different areas — from estimation and budgeting, to project management and scheduling, all the way through project delivery.

[*Get to know this software better.*](#)

Archdesk is implemented according to your workflow — resulting in unique configuration, tailored to your business processes and needs. Over the entire implementation process, we partner with your team and guide them step-by-step, providing all the necessary knowledge to deliver value oriented solutions for your business needs.

[*Get to know this process better!*](#)

Who Are the Women in the Construction Industry Today?

Women in construction represent up to 11% of the workforce in the construction industry worldwide. It is clear from these numbers that women do not see the construction industry as appealing nor as accommodating. Even though the construction industry faces great issues when it comes to the labor force — the lack of construction workers women still do not consider taking up career in this field. The industry cries out for talent yet the entry point seems to be out of reach for most women... or is it?

Stereotypes and preconceptions are deeply embedded within our brains and changing these mentalities is tricky thing to achieve. more diverse construction industry, with larger

female force, would do wonders. The differences between the sexes can also bring in new ideas to the table and enable the team to move forward by finding new solutions and perspectives. Even if we are in the “Roaring 20s”, with wonderful new technologies on the rise, these are still subjects that we must work on.

There are daring individuals that took up the mantle and thought of paving the way to the future. A future that is bright, colorful, innovative and forward-thinking! This is why we wanted to present to you the **“Women in Construction”** — the face of the present, that will affect the future of many ladies that we hope will read this article and become inspired to dare and work on their dreams. They are not the

first to enter the construction industry, but strides have been made in increasing the rate.

Here are their answers to the same questions, from different perspectives, yet many times exhibit similar feelings and opinions. So, check out our full research, enjoy their amazing answers and inspire yourself!

"Just do it!"
"Go for it!"

“Women In Construction” — The Face Of The Present

We asked panel of thirteen women working in different jobs and places in the construction industry to answer our seven questions about ‘Women in Construction’ and they have kindly accepted. Here they are:

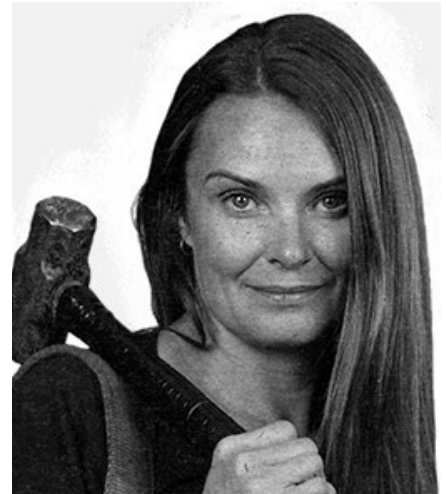


Zoe (Smith) Moss

UK based — Winner of the LCA Women in Construction Award 2019 — Managing Director and Co-Founder of [Cast Interiors](#), specialist commercial office fit out company with boutique and personal approach that aims to deliver high quality and scintillating workplaces to primarily the London market.

Jamie McMillan

Canada based — "Ironworker/Boilermaker/Keynote/Women of Distinction" — founder of KickAss Care-ers (previously called Journeyman) — a group whose mission is to engage, educate and encourage youth to consider careers in MITC industries.



Luz Eneida Muniz

NYC based — VP/ Executive Director/ Lead Instructor at Safe Connect US - Site Safety Director, responsible for the safety of the workers in all the construction projects. CEO of Safe Connect US (safety training facility).

Cheryl Causebrook

UK based — Freelance Construction Consultant — focused on project managing, quantity surveying, and Business Development in Construction Industry.





Monique Boedhai

SR based — Haul Truck Operator & Small Excavator Operator at I AM GOLD in Surinam (South America).

Pamela Evans

UK based — "The Digger Lady" — An excavator-operator for over 20 years. She set up her own company 3 years ago and was taught by her dad, when she was just 6 years old, how to be a digger driver! When she turned 21 (the age when a license can be taken) she became the "youngest person in the country to get the license and the first female in the North-West of England that got the license" (2001).



Zuzanna Mucha

UK based — "Crane Girl" at Wolffkran, one of the biggest crane companies in the world!



Katrina Dowding

UK based — BSc(Hons), MSc, FRICS — Executive Vice President at Skanska (executive responsibility for Skanska’s building operations, including SRW engineering services). Skanska is the 5th largest construction company in the world according to Construction Global Magazine.



Shelby Goodwin

Louisiana, **US based** — Area Dispatcher for United Rentals.

Nicolle (Fedor Griffin) Wilkinson

Arizona, **USA based** — Senior Construction Project Manager at CBRE HERRY, Certified Construction Manager and Licensed Architect.





Michelle Hands

UK based — Construction Site Engineer and Land surveyor (Instagrammer and Podcast Host of *“She Who Dares, Wins.”*).

Michaela Wain

UK based — Director at We Connect Construction & Finalist 2017 BBC The Apprentice.



Shelly Peterson

Florida Area, **USA based** — Project Executive at Suffolk Construction.



For now, these are all just names, but let us get to better know them and see what moved them to become the face of “Women in Construction” today.

1. How did they enter the industry?

Even if it was by accident, by chance, by fate or by their own stubborn will, each of these fine women in construction has a story to tell and that is worth sharing.

Zoe Moss (winner of the LCA Women in Construction Award 2019) did not enter the construction industry in a traditional way and some may say it was even by accident, but as she says: “*once I was in it I knew the industry was for me!*” — and with 17 years in fit-out and high-end construction, we believe her! A QS by trade, her passion was always the key in rising through the ranks.

Jamie McMillan has been working across Canada as a journeyman ironworker in the construction industry since 2002. In an effort to expand her knowledge and increase her opportunities, she

recently began a secondary journey as a boilermaker. She is a lady with a mission and a vision, founder of [KickAss Careers](#) (previously called Journeyman) — a skilled trades advocacy group whose mission is to engage, educate and encourage youth to consider careers in Mechanical, Industrial, Technology & Construction (MITC) industries. She inherited her approach to work from her father, who worked in the mining industry and let her “learn and play” along, teaching her the trade. Her parents had renovated houses and, in this way, she picked up basic knowledge of mechanics along the way. She never thought she would work in construction but that was **her true calling: leading by example and helping others along the way!**

Pamela Evans — **also known as “The Digger Lady”** — has a somewhat similar story to Jamie’s. Her dad is a digger driver and she was a wee lass of only 6 years old when he taught her how to operate the excavator. By the age of 12, she could, on her own, fully operate the heavy machinery. In the UK the license to operate the excavator is at the age of 21, so she had some time to wait until she would be legally allowed to operate the machine. She did it on weekends though, helping out her dad along the way. **When she turned 21 she became the “youngest person in the country to get the license and the first female in the N-W of England that got the license” — back in 2001.**

Shelly Peterson (**Project Executive at Suffolk Construction**) **has a long background in her family in construction, but never thought she would take part in the family business:** “*I am third generation construction. I went to business school thinking I was going to work in the financial industry in a large city, in a big office overlooking the city. Little did I know that the construction company my dad was*

working for needed someone to help with the union payroll for a large shutdown. I offered to help them get through the rush and ended up spending 23-1/2 years there. I recently moved from the Midwest to Florida and started my career at SUFFOLK.”

Some (like *Katrina Dowding* — **Executive VP of Skanska**) followed recommendations from friends, some (*Cheryl Causebrook* — **Freelance Construction Consultant & Shelby Goodwin** — **Area Dispatcher**) chose it as a career path from their early school years or college, some (*Monique Boedhai* — **Haul Truck Operator & Small Excavator Operator**) just saw an opening, an opportunity and took it! *Michaela Wain* **saw the opportunity just around the corner** — she started her first company ten years ago after working for a construction magazine. She decided she would have a go at it herself, and she was sure that she was capable of doing it! *Nicolle Wilkinson* (**Construction Manager at CBRE/Heery and Licensed Architect**) knew she wanted to be an architect since the 9th grade! Some were dreamers and doers at the same time, like *Zuzanna*

Mucha - “Crane Girl” at Wolffkran and they “looked up at the sky one day and made the decision. Simple as that”.

It is a truth universally acknowledged, that a woman in possession of a dream/goal, will do anything to reach it. She will climb over mountains, tear down walls if she puts her mind to it. These women prove that a female workforce in the construction is needed and it is key to the future of the construction industry. Women do want to take roles in construction and they are eager to make a change and help their countries develop further. They also serve as an example, to those younger, to show them that they can also get inside the construction industry.

2. Why did they choose the position & Why did they stay?

For *Zoe Moss* it is the focus on the shaping of others and of giving a helping hand: “Leadership and shaping others has always been a personal driver and goal for me and if anyone is privileged enough to reach a senior position it is the least we can do it terms of ‘paying it forward’”. Similarly, *Katrina Dowding* wanted to have a challenging position, a role that would have a lasting heritage: “Interesting work with a lasting legacy which played to my A level choices and strengths”. She takes pride in her work and the great people that she works with on a daily basis — this is what makes her stay in Skanska and

work towards the growth of the company as well. Similarly, *Shelly Peterson* also wanted to make a lasting legacy: “The construction industry provides many different challenges and many rewards. The industry is ever changing and the ability to help build a legacy is amazing”.

Luz Eneida Muniz found that the position chose her: “I saw a need and I seized an opportunity. I kind of feel like I didn’t choose this position, but this position chose me. My experiences led me to where I am today. You need tough skin to be in this field, but you also need to care about people. I stayed because I felt I could make a change in this industry. I had a good eye for safety awareness on the field and could communicate well with the workers. This position was new in my job so I felt I could build it up to what it needed to be. We are still growing and bettering ourselves daily”. The same goes for *Michelle Hands*: “I actually fell into the industry after a friend of my brothers suggested that it might be a career I would be interested in. At first, I was a construction quality assurance

engineer and then I re-trained to become a site engineer after 7 years”.

Cheryl Causebrook had a long and winding road until she reached her perfect-fit role: “Thought I wanted to be an architect – changed at college to QS, worked as QS for 25 years, moved into business development and now project management also”. She does not want to leave her job as she has a family, a continuing career path and she is passionate about the industry she works in! **Just like Shelby Goodwin did not choose her own position, but her job chose her:** “the position I applied and accepted my offer to evolved into the position I am in now.” The company she works with created a role in marketing for her, knowing that it is where she would like to focus her career. What can I say... *all good things come to those who wait!*

For Monique Boedhai she just felt the pull towards this life of challenges: “I stayed because I love the challenge and my job is awesome and I love it very much. I

suppose that's why I am going in my fourteen years”. **Another type of challenge came in the way of Nicolle Wilkinson, when in 2006 her boss told her** “you will be a complete failure if you ever leave me”. She decided to leave him that instant (after 10 years of working there) and never looked back! **She had to commute 5 (of the past 10 years) from her home in Yuma, Arizona to LA (300 miles — that is approximately 5 hours by car!).** But her hard-work was showing so... “My current employer (CBRE HEERY) had been cyberstalking me on LinkedIn for about 2 years. After declining one offer from them, I finally accepted last summer due to the current project assignment I’m on thru 2023 which is only an hour from my house. My son just started high school and I want to be home for him during his teenage years”. Sleeping in one’s bed each night, being closer to home, especially when someone has family and children to grow, is key! Commuting is exhausting both mentally and physically, so the decision came naturally.

Zuzanna “**The Crane Girl**” had to face an all men’s world and she wanted to dazzle the people with what she could do/what she could achieve! She was always used to doing “typically male-dominated work” in her life: “starting with helping my father on his farm, then having my own driving school back in Poland which was definitely men’s job at that time, so it has to continue. The other reason was that I wanted to do something WOW! Something which would bring me pride. It is a great feeling to take part in building London.”

Michelle Hands decided to stay as it was “an exciting industry” and, without any white lies, “it was very rewarding”. “I would also be dishonest if I didn’t say that the money is really good”. And, to be honest, it is nice—at least for once—to hear someone admitting that out loud! :)

“**The Digger Lady**” — **Pamela Evans** — has a story of passion since she was small. She always had a passion for digging, taken from her father who was a digger driver. The passion always spre-

ads, and now her young daughter wishes to go into archeology — I bet you can also see a pattern here! She had great skills from a young age and it was tough for her to be the single female between 100 other men doing the same job. But as **Pamela** nicely puts it: “Instead of putting me off, it kinda made me more determined to carry on and show people my skill and what I could do”. “I was always told it’s a man’s job, so I thought, right, well... I would make it my job”. Passion and determination above all, **Pamela** was firmly convinced that what she was doing was right, that the job could be done no matter the sex of the workers performing it. She felt “it was not fair. If I gave up, when is it going to change” if you don’t make a change? “I am in a good position to do it!” Pamela states, as her dad was always very supportive. He had a very **broad view on how things should be: you can matter, no matter if you are a girl or a boy, based on the actions that you will do.** **Pamela** asks a very fair question: “Why should other people affect my career?” To answer that: “I don’t want it to

*be men against women, I just want it to be everyone together and it should not make a difference. It is normal to see a man on a digger, so why would it not be normal to see a woman on a digger?" "I am not interested in the feminist issue, but it's about an equal issue" — women and men alike should work in all places, together, and learn how not to discriminate against each other. On a sad note, *Pamela* mentions that women are not even told that construction is an option. She could learn that from her father, but what about the other little girls in the world that want to pursue the construction industry?*

3. What do they like about their job?

It is well known that women are born with great attention to details and they are made to make things grow, to take things from scratch and nurture them, make them bloom and become wonders. This is also a case presented to us by **Zoe Moss** — **the winner of the Women in Construction Awards 2019**: *“I love determining the right projects and clients for us to pursue as a business, capture planning before the enquiry, nurturing the client relationships to understand what is important to them through to guiding my teams to high standards of delivery... all the while ensuring we enjoy ourselves in those pursuits”*. Along with her thoughts and feelings, **Katarina Dowding** from Skanska refers to what she likes

about her job is *“the impact of my work on society and the great people I work with”*.

Luz Eneida Muniz *does* this so that people would get home safe to the ones they love. She thinks about the people and their life - every life matters in her eyes! *“I love what I do because I make sure that hard-working people make it home to their families. I get to raise awareness and be a part of changing the culture of the construction industry. I don’t just see laborers, I see skilled workers, men, women, people trying to build a better life for themselves as they build our city and I am proud to be a part of that. Every time that I drive by and see a building that my company built I say “we did this building” and “we did that one”. It’s a good feeling. It’s an even better feeling when I can say “we did that building injury-free.”*

Thinking about family, especially for the women: for the mothers, comes naturally, so Nicolle Wilkinson’s (Construction Manager and Licensed Architect) words may resonate not only

with Luz Eneida, but also with all the other working mothers out there. *“First I love that I’m home in my own bed every night. Secondly, my supervisors and the client are NICE people. People take being treated professionally with kindness for granted when you have it. But I have not always had a positive work environment. This is an excellent working environment. Third, I got to handpick my construction manager, someone I’ve worked with twice previously. And last but not least, our project is very exciting. It is a \$160 million US-Mexico land port of entry expansion. We have to expand this very busy port and keep it operational during construction. There are many challenges and several different building components (a garage, 6 new north-bound lanes, an administration building, coordination with the Army Corps of Engineers and the border wall) that make it appealing.”*

Cheryl Causebrook chose her Freelance Construction Consultant job for the variety; *Monique Boedhai* (Haul Truck and Small Excavator Operator) chose it be-

cause she loves the daily challenges and the people she meets along the way. *Zuzanna* **“The Crane Girl”** chose it because it gives her the feeling of wonder, of doing something “WOW!” - it makes her “feel valued, independent”, it makes her “feel that she can do anything”. *Shelby Godwin* **feels that her job as Area Dispatcher at United Rentals** is somewhere she would like to be, where she would like to stay, and mentions that “United has taken great strides towards inclusion, empowerment, and development of their people and their practices.” *Pamela Evans* **“The Digger Lady”** states that what makes her stay and do this job (excavations) is “the difference she can make with a machine”, the fact that she can “change the shape of spaces - creating brand new areas. Making a change!” Shelly Peterson loves that she can “cultivate relationships”.

4. 10% of construction industry employees are women. Do they notice the inequality in their daily work?

Having done these interviews, we have reached out to women worldwide and in diverse positions: from Vice Presidents to Construction Consultants to Excavator/ Crane Operators. Each of them felt this disparity in the numbers but all have decided to put in the hard work in order to do their jobs. They saw the work they did as a regular job and tasks that had to be done were performed accordingly.

Zoe Moss (Managing Director) states: “Historically I have focused on ensuring that obvious inequality doesn’t exist when I have been in a position to shape the recruitment of the businesses I have worked at, however, the industry issue shouldn’t

in my view be centric to the here and now, we need as an industry to understand the ‘why’ there are so few women in construction and tackle those reasons rather than the immediate statistics, it will not be remedied overnight. At Cast 2 of the 3 directors on the board are female and I will, where appropriate, endeavor to retain as much balance as is feasible to do so within the pool of people available.”

Also, *Luz Eneida Muniz (VP/Executive Director)* mentions: “When I started in my company I’d even go as far as saying it was 1% women, because I was the only female. Although I have seen more women in my company and contributed to hiring many of them, there is still a great deal of

job inequality for women. I've had people question my decisions or undermine my authority because I am a woman. When there are questions or concerns some may bypass me seeking a man for the answers. As a woman in this field, I find we always have to prove our skill sets and abilities."

Nicolle Wilkinson (Construction Manager and Licensed Architect) own story is a statement on its own: **"For 25 years I have been THE ONLY female certified construction manager (CCM) on the US-Mexico border between San Diego and Tucson (that's 400 miles by the way)."** *"I am one of only 2 female licensed architects in that same distance. I was one of only 12 female students in architecture school out of a class of 90. So yes, it has come to my attention that I'm a rarity. Women at my level of experience who have managed the size and complexity of projects I have are also very rare, which makes me a known entity in the industry when a firm or client needs a qualified project manager. It's only in the past 6 years that there have been one or 2 female project engineers working for the contractor on my projects so that I*

have not been the sole female on the project site. It is satisfying to watch the opportunities these young women have today."

Michaela Wain also points out a sad truth: **"There are actually only 3% of women in construction sites and 2% of those are cleaners. So there definitely needs to be more exposure to help women get into the industry"**. She has sad stories from the past but she sees improvement and looks toward the future: *"I deal with 95% men on a daily basis and over the years I have noticed the change in attitude towards me from men. In the early days I was spoken down to quite a lot and discriminated against. However over recent years I have noticed people more accepting of a woman within such a male dominated industry."*

As a positive note to what **Zoe, Luz Eneida** and **Nicolle** said, **Katrina Dowding** (BSc(Hons), MSc, FRICS - Executive Vice President) states **"Whilst women are still in the minority, I have definitely seen a significant increase during my 31 years in the industry"**.

Even *Shelby Goodwin* (Area Dispatcher) points out how things are changing: “While it is surely noticeable that there are more men than women in the company it is not felt. Women and men are treated equally and women are encouraged to strive for success in whatever endeavors they embark on within the company. From upper management down to branch level, the message is heard that women have such a great impact on our company it is undeniable!”

Working in the office the view is clear, but now let us look also at the ladies working in the field: *Monique Boedhai* — Haul Truck and Small Excavator Operator, *Pamela Evans* “The Digger Lady” and *Zuzanna* “The Crane Girl”. They have a clear view of the construction field up-close-and-personal. They are all aware that there were few women before, but they can see how they are not the only ones. *Zuzanna* points out: “I really do. Wherever I go, I am the only female on the site. When I appear on a new construction site for the first time they think I must be the new cleaner, but when they see me climbing up the crane they

stop work and stare with an open mouth.” *Pamela* notes that she switched from bigger construction sites to the domestic situation ones in order to make a change. Even if she is always surrounded by guys, she always does her job right. Being a woman on a big construction site does not make as big an impact as a woman in domestic construction. Women working in domestic construction can turn this into normality: seeing a woman, on-site, every day - even if you are a child playing around the lot - can change your mentality. You will no longer point out to “The Digger Lady” doing her daily job (mentioning she is a woman in a man’s world), but you will see it as a natural thing (thus making more room for future excavator ladies). Maybe a small girl will see her and go: **I want to do that when I grow up! Leading by example is the best way to go!** *Pamela* knows and understands that. This is also why her daughter wants to be an archeologist (*just a different type of digging, is it not?*).

On another hand, the biggest challenge *Jamie McMillan* faced upon becoming a journeyperson was showing up as “a first-generation female in the working environment.” Both well-meaning and dismissive co-workers can throw barriers in your path. Some were “*wanting to take care of you and genuinely don’t want you to get hurt... treating you like they might treat their own daughter, or kids or wives.*” Those people “*try to help you too much or don’t want to let you do the work.*” On the flip side of that same bias, others clearly “*don’t want you to do the work at all, and don’t want you to be there because it makes them feel uncomfortable.*” *Jamie* explains, “*I just wanted to be treated like an equal and a worker on the job site.*”

5. How can women contribute to the construction industry?

Even the question in itself serves to underpin the issues in society now. All people, no matter the race/sex/age, should contribute to the industries - be it construction or any other field. *“Gender should not play a role... our ingenuity, personalities, hard work and skills equipped to do the job are what should determine our contribution” (Zoe Moss).*

“Look at the Brooklyn Bridge for example. Emily Roebling took on the completion of this job after her husband became sick. Her contributions to that bridge were just

as important as her husband's. A woman, in a time where women were silenced and whose college majors were things like housekeeping, built the first bridge of its kind. Why? Because she saw a need and seized an opportunity. The same goes for us today. We are only tapping the surface to what women can contribute. Women are visionary, relentless, hard work and just like Emily Roebling, we get the job done” (Luz Eneida Muniz).

The Women in Construction should not be seen as women, but as people in the business! They should be given the chance to prove themselves in the construction industry (or any other industry, as a matter of fact) — to prove that they are capable of doing the work. Women are natural multi-taskers and they would be a perfect fit for the construction industry, where great attention is given even to the smallest of details. Women are great as Project Managers, as they can handle multiple stakeholders at the same time, never losing track. As *Nicolle* also puts it “we tend to have less patience for a lack

of cooperation and encourage stakeholders to get things done expeditiously”.

“Women have a lot to offer to the construction industry. They are more dedicated. I know there are women in construction not only as designers, architects, engineers but girls on the tools and it's great. I wish there are women at least in half-and-half proportion. Women are simply role models, if they decide to work in jobs like this there is a passion behind and work on 120%. We need more women in construction because they also soothe the atmosphere I observed”
— *Zuzanna* **“The Crane Girl”**.

“Women are organized, professional, compassionate, committed and multitask very well. While doing this full time, they are also taking care of their families and investing in their future” — *Shelly Peterson*.

Women don't only look at themselves when they think of Women in Construction, what makes them special is their way of thinking about the future.
Each of these ladies is, in one way or another, highly active on social media

and they speak up through the crowdfunding campaigns and talks that they give. *Pamela* **“The Digger Lady”** loves talking about the changes that we can all make. *“Changing the mindset. Encouraging your own children. Give it a go - take a leap of faith!”* They have a lighter touch, they have precision and finesse when using heavy machinery. They are more productive, work much safer than their male counterparts as they do not feel the need for bravado! They do not have a *“rude ego”* and for them *“it is not a competition”*. For women it is work. Period. As Pamela puts it: *“I am interested in doing my job and doing it well. To my standards!”*

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6. *Tips & Advice for Other Women Who Consider a Career in Construction*

When we asked our panel of female workforce what advice they would give to other women (and the younger generation) that consider a career in the construction industry field, I felt a unanimity in their tone of voice. Their strong advice was to “*believe in yourself*” — that every one of us is capable of greatness (*Zoe Moss*). We all just need to reach out to our self-belief and work on our self-confidence — that would lead us to greater outputs in our life. **Taking the challenge (never be afraid!) as you will never know what can happen until you will try it!**

What women need to focus on is “*not to be intimidated by the male-dominated industry*” (*Luz Eneida*). Things will, of course, never be handed to you on a platter.

You will have to work hard and fight your way through (just like these ladies did), but it will be somewhat easier as they are already here - paving the way. “You will have to prove yourself more than others. You might get overlooked for that better position because you are a female; push through anyway. You might not get the raise when you think you deserved it; be persistent anyway. You might walk alone now but know that you are paving the way for other women. You are the right “man” for the job. Don’t let anyone tell you otherwise” — Luz Eneida Muniz. “Your gender should NEVER dissuade you from choosing ANY industry” — Cheryl Causebrook. “Just believe in your passion. Don’t let anyone else’s negativity hold you back from trying something new!” — Pamela Evans.

All the ladies stated it is “a fantastic industry and there are so many exciting and diverse roles” — *Katrina Dowding*. It would be a shame if young ladies would back down just because they think the construction industry is a man’s world. “GO FOR IT! Do not let anyone tell you it isn’t possible, or it may be difficult. EVERYTHING is difficult at some point it doesn’t mean it isn’t worth overcoming!” — *Shelby Goodwin*. All you need to do is trust your instinct and your intuition! “Be true to yourself, work hard, have confidence in your abilities, allow yourself to fail, invest in relationships” — *Shelly Peterson*.

Michaela Wain also points out the money benefits behind it especially if your dream is to work in construction, a bonus will be the good money that can be done from working in the construction industry: “My advice to women looking at a career in construction is to just do it. There’s lots of money in the industry. Loads of opportunity and the more women the more equality. Support other women of your in construction and find yourself someone you can trust to speak to if you’re having chal-

lenging times, like you would in any other industry. There is nothing to worry about and when you have a passion for something no one should hold you back”.

Another great piece of advice, coming in from *Nicolle Wilkinson*, is that you should not be afraid of changing your job for the RIGHT reason. You should also never allow yourself to stagnate because it is comfortable; check the latest job openings that you are interested in and **make LinkedIn your best friend!** “USE LINKEDIN. I have NEVER had to look for work or a job. I have a plethora of LinkedIn “stalkers” who know who I am and what I can do because I have consistently blogged and demonstrated my expertise on LinkedIn. My mantra is “You need to know the people you need to know before you need them.” In other words, network, make strategic connections, HELP PEOPLE, demonstrate your expertise so when someone needs to fill a position they think about you, and be your genuine self.”

Bottom line:

*We Need a Female Force in
the Construction Industry*

[A study by McKinsey & Company](#) found that the companies that had diverse teams (including women) were 21% more likely to be more profitable than the average. Also, they had a 27% likelihood of outperforming their peers on longer-term value creation.

As the construction industry faces a resource crisis, there is a growing space now for women to enter the field. As our panel stated, this is not a matter of equal representation, but it is about the fact that female construction workers can make a difference in the way construction is done.