

CitA
BIM GATHERING



Building Capabilities in Complex Environments

CitA BIM Gathering 2017, Croke Park, November 23rd & 24th, 2017



Diversity? Is there a need?



Louise Kelly



- BIM Manager ACB Group
- Women In BIM Core Team Member & Regional Lead for Ireland
- UK BIM Alliance Member
- Graduate of Architectural Technology from DIT



Twitter @weezybop





Pam Bhandal

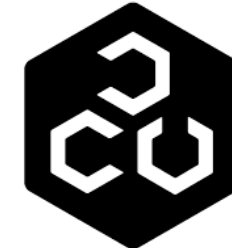
- Women in BIM Core Team Member
- BIM Regions UK & IRE – Director
- UK BIM Alliance, Executive Team & Communications Lead
- Freelance Marketing Consultant



cadventure
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GRAITEC

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KnowledgePoint

VECTORWORKS

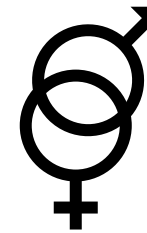
Bentley

AUTODESK



Diversity – understanding that each individual is unique and recognising our individual differences.

- Gender
- Religious Beliefs
- Nationality
- Age
- Ethnicity
- Socio-economic status





Why diversity



Diverse teams are more innovative

Diversity? Is there a need?

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To measure diversity,
we looked at six different factors:



EXHIBIT 5 | Innovation Increases as the Proportion of Female Managers Rises

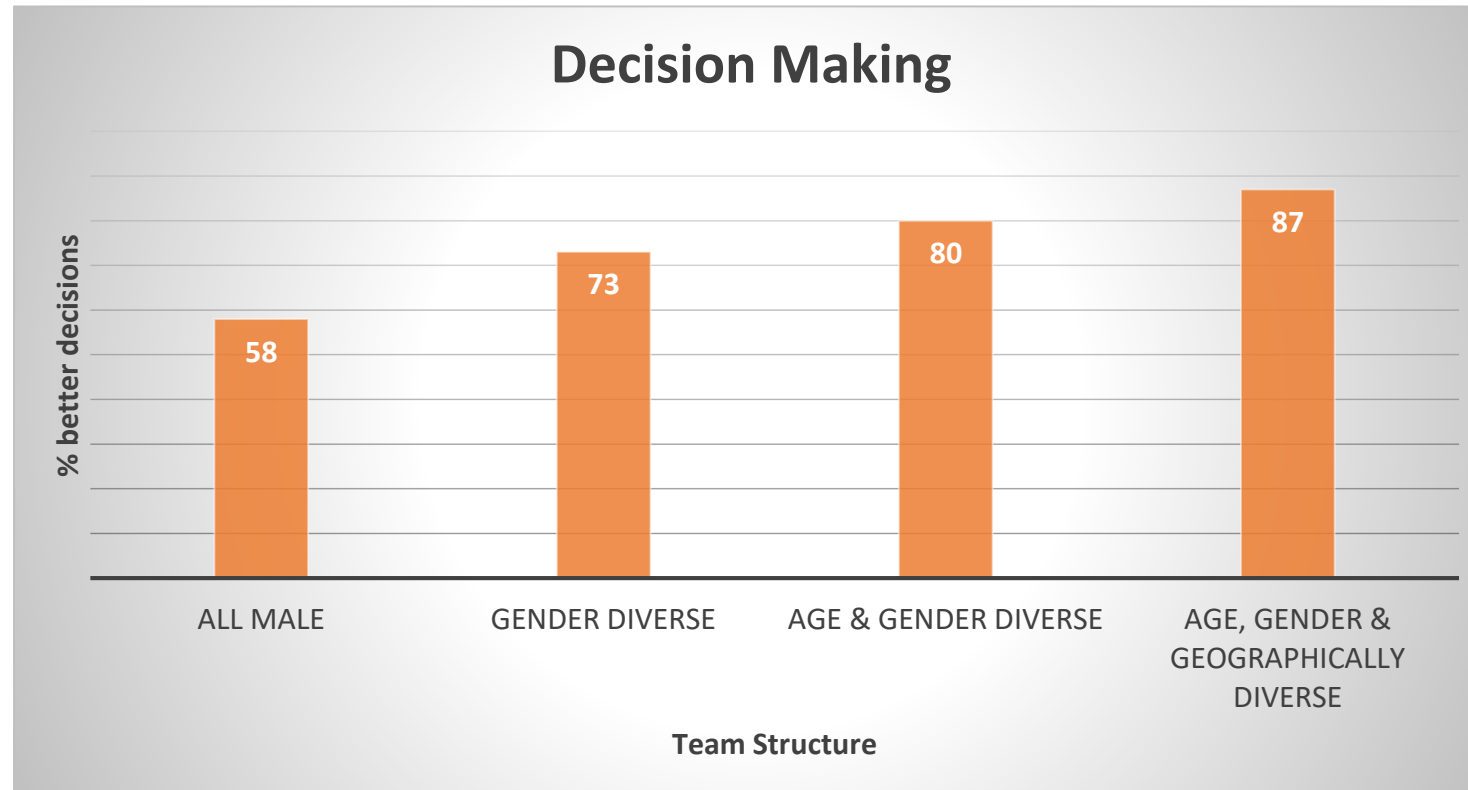


Source: 2016 survey of 171 German, Swiss, and Austrian companies by BCG and Technical University of Munich.

Note: Innovation revenue = the percentage of revenue from new products or services in the most recent three-year period.



Diverse teams make better decisions



¹ Cloverpop – A decision making app, was used to track teams and decisions against verified results.



Diversity expands the pool of potential workers



Irish Construction Industry will require 112,000 additional Construction workers up to 2020¹

The UK Construction Industry will require 36,000 across the industry up to 2021²

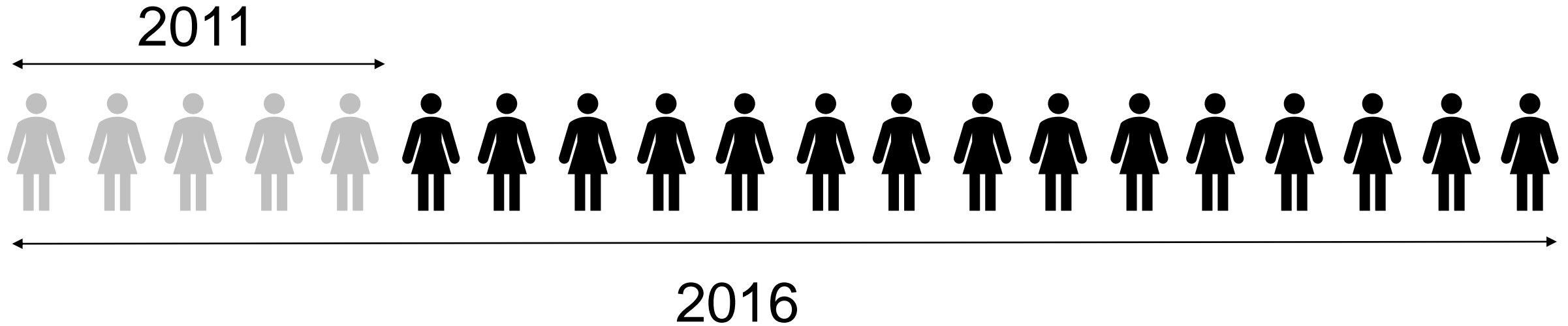


¹ CIF Demand for Skills in Construction 2020

² CITB Construction Skills Network Forecast 2017 - 2021



Women entering the construction industry

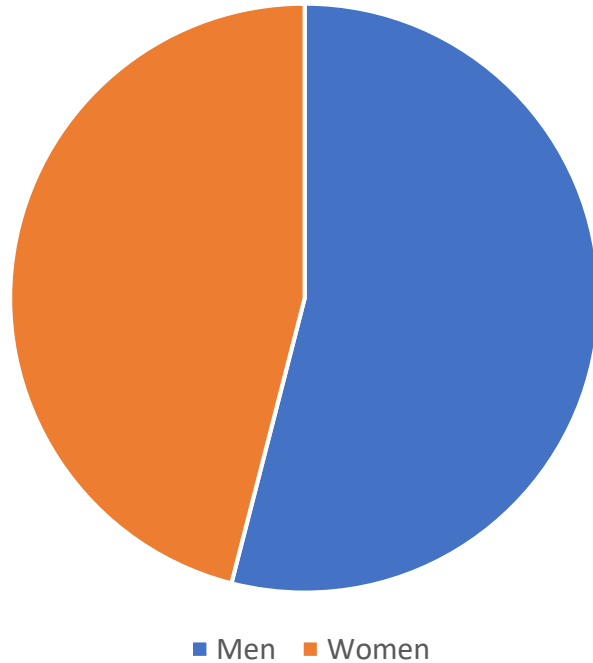


¹ Randstad – Women in the UK Construction Industry 2016

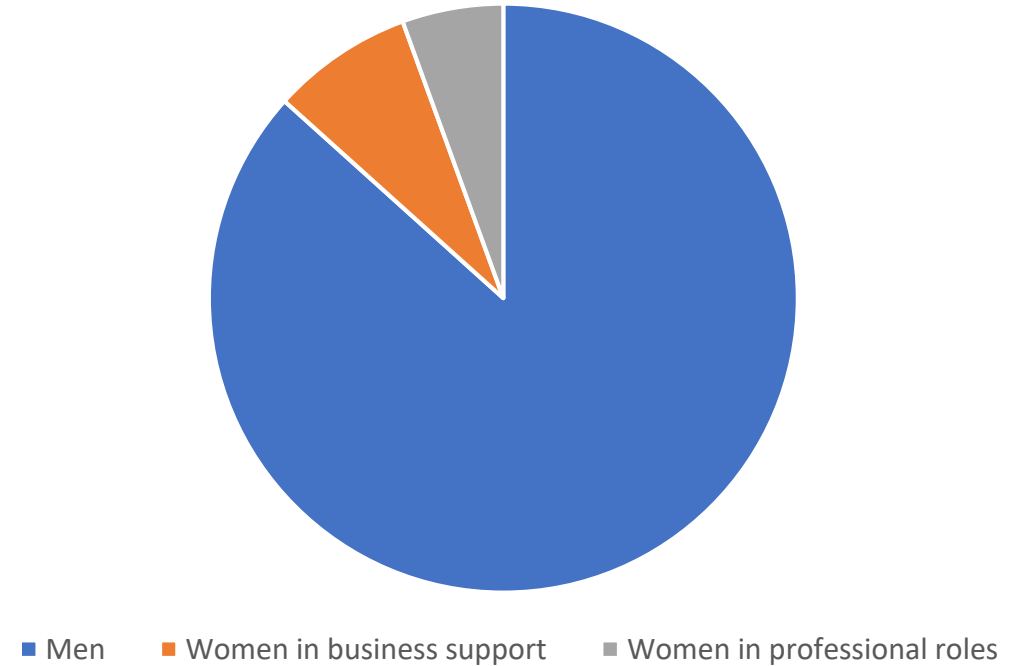
Diversity? Is there a need?



Total UK Workforce



UK Construction Workforce



¹ CIC Report



A diverse workforce improves profitability



McKinsey – Why Diversity Matters

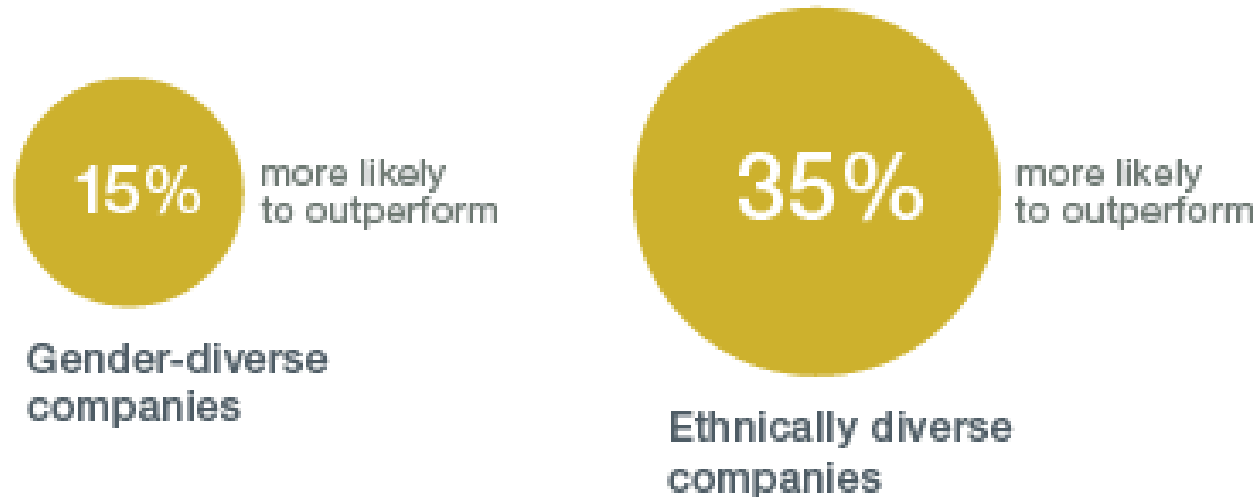
In the United Kingdom, greater gender diversity on the senior-executive team corresponded to the highest performance uplift in our data set:

For every **10%** increase in gender diversity,
Earnings Before Interest and Tax rose by **3.5%**



Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis



So what's stopping us?



- Diversity – the word
- Don't believe there is an issue
- Don't want to rock the boat



Examples:

More disappointing than the Vegas Girls at UK Construction Week was the industry's reaction

Published on November 1, 2017



Tom Ravenscroft | [+ Follow](#)

Editor at The BIM. Freelance architectural journalist published i...
[19 articles](#)



1,976



566



176

For those that did not see it at the event, or in the weeks following on social media, one of the exhibitors at this year's UK Construction Week chose to include scantily clad showgirls as part of their Vegas themed stand.

Even though they were as part of a wider Vegas theme [Added for clarity: the stand was Vegas themed the event was not], this is still wrong. The use of women as decoration objectifies them and singles out women who work in the industry as 'other'.

Diversity? Is there a need?



giffgaff

11:52 am

86%



Tweet



it's always ugly women that complain the most about women's rights...as if you are better & more intelligent, you have a very grandiose attitude!..if I were you!!, please, my business interests..your a joke

10/11/2017, 7:18 pm from [Poole, England](#)



Diversity Statements/ Articles/Experiences

BIM Regions Diversity

Our Vision

- Our approach to equality is more than just adhering to legislation or a 'nice to have'. Instead it is a vital part of ensuring that our industry is innovative, effective and inspirational
- We believe that the closer we move towards an inclusive and diverse workforce the nearer we are to a collective and inclusive culture; and it is these cultures that will allow us to achieve our ambitions for the sector
We see equality as a tool for improvement, not a problem to overcome which is why we are taking a bold stance by using positive action to ensure diverse representation at all levels of our network
- We believe that we have a responsibility within our work to design for everyone, not just a dominant group and that means we need to appeal to everyone
- We know that we can't assume work done in the name of equality will be "good", which is why we are measuring our work on a number of levels to ensure positive impact
- Quality of work is paramount but if the people coming through do not offer a representation that reflects society we need to assess why that is and open up avenues for the best talent to be able to make their way, no matter who they are or where they are from
- In making this stand, we know we won't get it right first time, and we think that is ok as long as we are willing to learn – which we are
- Our industry diversity partners Constructing Equality Limited are helping us out where they can be

What's it Like to be a Woman in Construction?

November 16, 2017 | Gerry Samuelsson-Brown

Gerry is COMIT's Company Secretary and Financial Director. She has a degree in psychology and has worked in the construction industry for over 40 years.

This is the second in our series of posts by women working in the construction industry about the issues they face. Please see the [introductory post](#) for why we are running it.



Construction industry must stop sexualising women



Why Women in BIM?

How can Women in BIM Help?



Why Women in BIM?

- Events
- Personal Experiences
- Support/Advice Needed

- 320 members
- CEO/Architects/Engineers/Project Managers/Planners/Heads of BIM
- 82% happy to speak at events



How Women in BIM can help?

- To support and mentor
- To network and create visibility in the BIM community and wider construction industry
- To encourage and empower Women in BIM

- Events – speaking at
- Networking events – meet peers & supporters
- Members only forum

Diversity? Is there a need?



wiB



The logo graphic for UK BIM ALLIANCE, featuring a network of blue circles and lines. One circle is larger than the others, and they are connected by lines of varying thicknesses.
UK BIM ALLIANCE

Diversity? Is there a need?



UK BIM ALLIANCE Organisational Structure



Wi3



v 1.5



UK BIM Alliance – Making BIM L2 Business As Usual

Today 14.30, Anne Kemp
Chair UK BIM Alliance, Atkins Global



Diversity? Is there a need?

YES

Diversity? Is there a need?

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AT Kearney
International Labour Review
Building
theguardian
Construction Management and Economics
THE CHARTER BUILDING
citb
Department for Business Innovation & Skills
JOURNAL OF Management in Engineering
Women in Management Review
UNIVERSITY OF WESTMINSTER
Department for Education
GOV.UK
Applied Statistics in Business and Economics
Education Act 2011
ies
Loughborough University
European Academic Research
RETHINKING CONSTRUCTION
CONSTRUCTING THE TEAM
OPEN UNIVERSITY PRESS
CSCS
DfEE
construction skills
Journal of Management Development
BBC NEWS
The Equality Act 2010
GLOBAL CONSTRUCTION PERSPECTIVES
LAING O'ROURKE
SAGE Publications
CONSTRUCTING EXCELLENCE
FEDERATION OF MASTER BUILDERS
182
INTERNATIONAL JOURNAL OF Training and Development
northumbria UNIVERSITY
for COLLABORATION CHANGE
EOC
building the future: women in construction
Office for National Statistics
THE SPECTATOR
HM Treasury
RICS
Human Resources Management in Construction
Public Services (Social Value) Act 2012
CESI
Journal of Graduate Medical Education
UCAS
At the heart of connecting people to higher education
CIOB
THE CHARTERED INSTITUTE OF BUILDING
Construction Enquirer
First with the news
wes
leadingedge
BIM+
Public Money & Management
CN Construction News
roke F
HOUSE OF COMMONS LIBRARY
National Institute of Economic and Social Research
ARCADIS TALENT SCALE

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Thank you

Pam Bhandal & Louise Kelly – Women in BIM