



or coordination with other trades.

However, consider how much time is spent on a daily basis with gathering tools and materials, something that the individual worker does not have control over.

Keeping things organized in the workspace, ensuring cleanup after work (some contractors use trailers for storage) and tools and equipment are strengths women bring, as mentioned in 45% of focus groups and identified in 14% of all responses.

### 3. Prioritizing safety.

Both of these qualities in turn can result in positive effects on safety. Additionally, concern for following safety protocols was a high priority for women, ofing



Perhaps more importantly, women take pride in their work and are highly committed to their jobs.

In fact, a 2023 follow-up survey conducted by Ambition Theory and NCCER found that women want to be leaders. About two-thirds of these survey respondents were craft professionals and operations personnel. The rest were site managers or administrators.

This survey found that salary was a priority for women getting started in the industry, but that those with a year or more of experience unequivocally ranked career advancement as the most important thing to them professionally.

As many as 88% are already in or would like to be in a leadership role during their careers, yet 72% have never or rarely had a female manager or supervisor.

According to an Ambition Theory training participant: "Women in construction are often told to get more field experience and that we should know how to do every task and operate every piece of equipment before we can become a manager, even though men aren't expected to prove they can do this before they're promoted to leadership."


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## Next Steps

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The goal of this research was to highlight the unique benefits women bring to the construction craft workforce so that contractors recognize more of what they might be missing.

There is a direct negative impact on project outcomes by having an industry that is made primarily of men (89% men in the overall industry and 96.1% in construction trades). But we also sought out the obstacles that women encounter when trying to join the construction workforce, and what causes them to leave so that contractors could make specific changes to encourage greater female participation.

The report discusses addressing discrimination and sexual harassment, ensuring consistent hiring practices, offering training opportunities and leadership development, and finding ways to accommodate the needs of family caregivers. The white paper "In Her Own Words: Improving Project Outcomes" can be downloaded at [nccer.org/research/in-her-own-words](https://nccer.org/research/in-her-own-words). 

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## About the Author

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