

# The Value of Inclusive Teams

## AN AWARENESS CAMPAIGN

CATEGORY  
Internal Marketing







MARKETING OBJECTIVE  
Enhance GeoEngineers' competitiveness by building internal support for inclusive contracting principles.

TARGET AUDIENCE  
GeoEngineers' project leaders – Principals, Associates and Project Managers

GEOENGINEERS

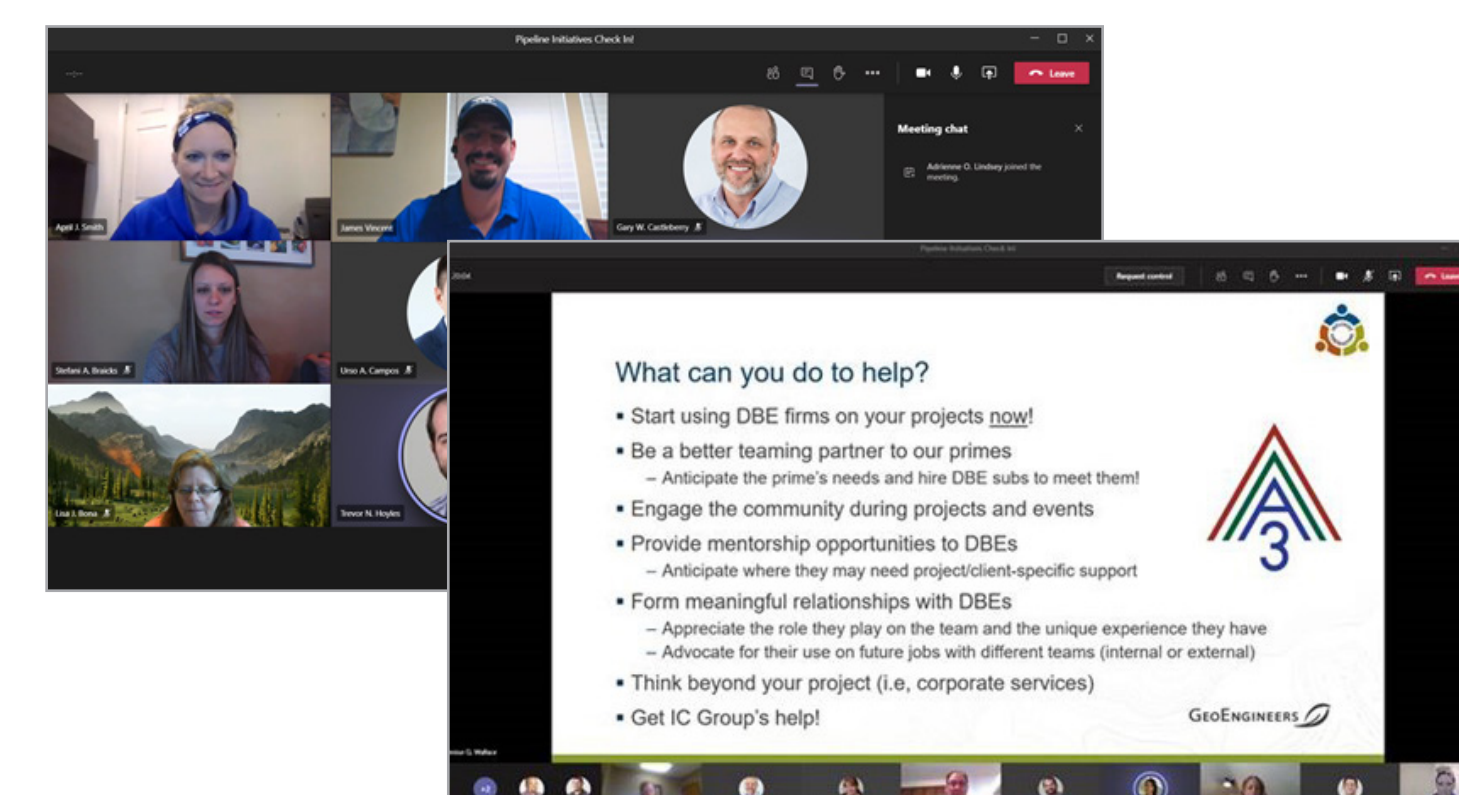


### AWARENESS CAMPAIGN APPROACH

-  **Research best practices** – interviewed owners and teaming partners
-  **Develop tools/resources** – to make finding and hiring certified firms easier for technical staff
-  **Get the message across** – internal newsletter, presentations to groups, recruiting technical champions, company business plan
-  **Create conversations** – staff at all levels are informed and talking about Inclusive Contracting
-  **Mentor** – help our partner certified firms be more successful
-  **Take it further** – Inclusive Contracting Champion Award; 2021 Inclusive Contracting Company Challenge; incorporated in a larger corporate social responsibility focus

### GETTING THE MESSAGE ACROSS

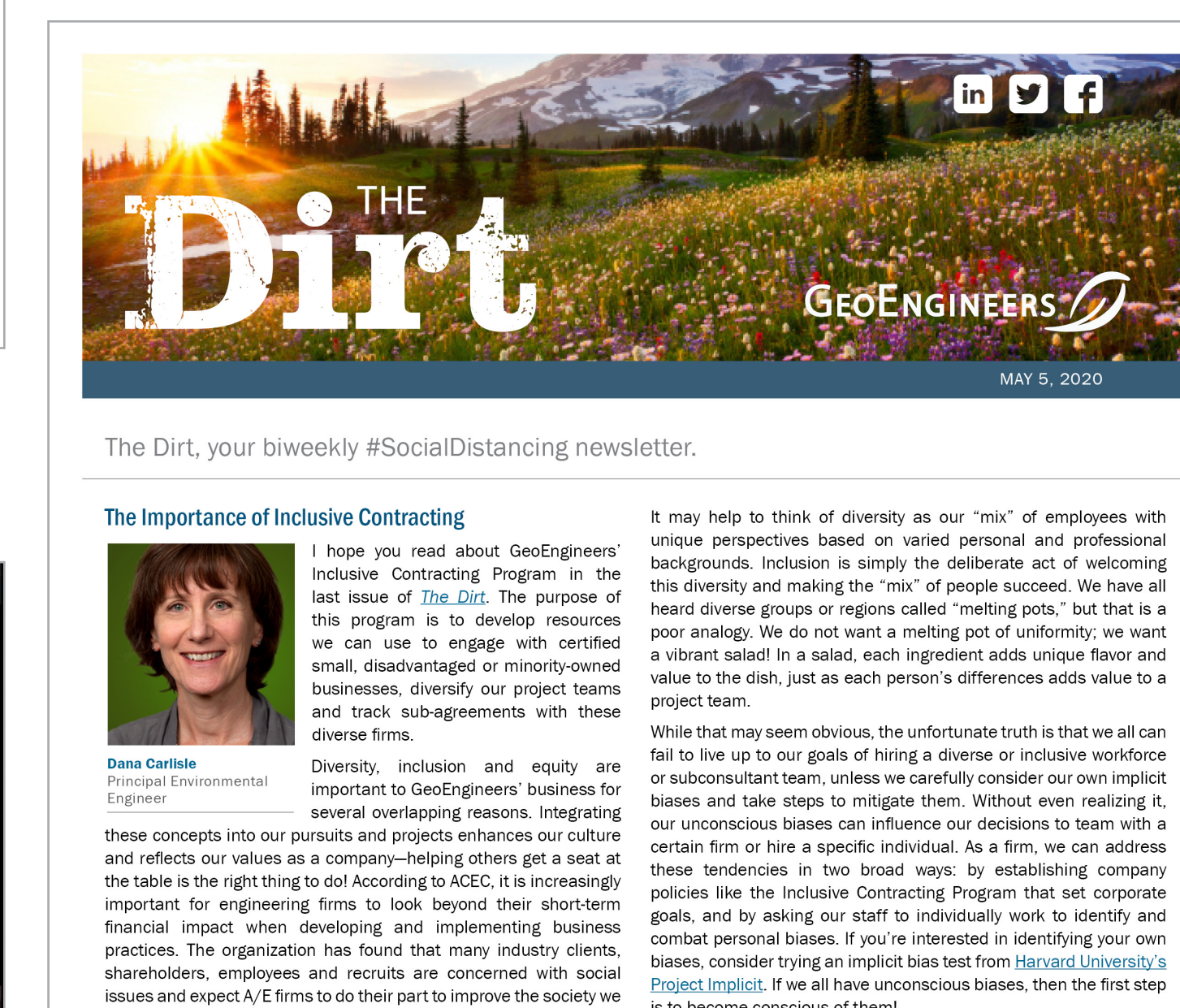
#### Presented to staff at all levels



#### Recruited technical staff advocates










#### Produced articles for company newsletter



#### Communicated as a core principle in firm's 2020 Business Plan

##### Summary of Overall Priorities

-  **Establish more transportable, company-wide business development teams** that focus on collaborating and positioning for multi-disciplinary, multi-million-dollar projects.
  - Criteria:
    - All business units discussed repeatedly during planning conversations.
    - Multiple groups shared a passion to pursue.
    - Several groups saw the opportunity as a potential companywide growth area.
    - Multiple individuals expressed excitement to grow internal service offerings.
-  **Grow our inclusive-contracting program** to maximize opportunities for DBE integration in our projects and corporate services.
-  **Pursue and win more design-build projects** across all regions.
-  **Fully integrate new offices and services** into business-development and technical processes.
-  **Strategically hire experts** to grow geographically, expand our service offerings, reach new clients and mentor junior staff.
-  **Expand and diversify our environmental assessment and remediation services** beyond current clients.
-  **Integrate surface/groundwater expertise** for clients needing to address drought and water availability, and conversely, regional stormwater management for



Discussed during major proposal kick-offs

Incorporated into our firmwide Client Experience campaign



### AWARENESS CAMPAIGN RESULTS



**More Inclusive Contracting advocates** – technical staff are advocating for certified firms



**Collecting success stories** – hearing about staff's success in practicing Inclusive Contracting principles on projects



**Being more competitive** – being invited on project teams (e.g., for Seattle DOT), winning more contracts (e.g., Sound Transit), and scoring highly on DBE proposal sections (e.g., City of Portland, WSDOT)

