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**



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

NRG Lunch and Learn Presentation Regarding "Disadvantaged Business Enterprise Partnerships Reply ≪ Reply All → Forward

To ● Stefani A. Braicks; ● Adrienne O. Lindsey; ● Denise Q. Wallace; ● Cherisa Yaplee ■ Paul McAfee: ■ Dana Carlise

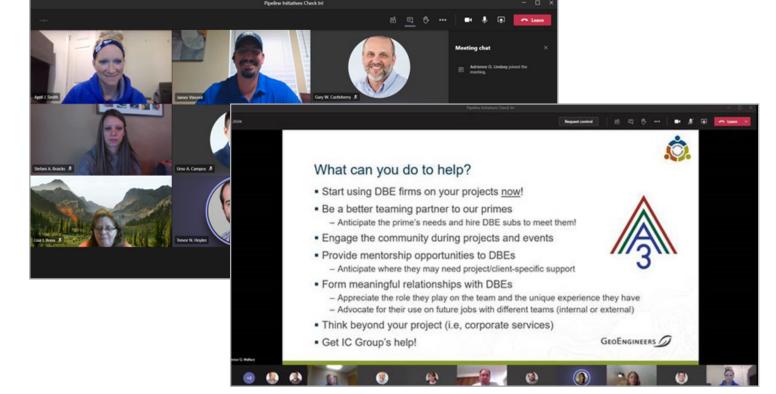
Stefani and Adrienne- thank you for the informative and inspiring presentation today during the Natural Resources Lunch and Learn meeting. The preseation was

well attended- with staff from NRG, Applied Geology and even a Geotechnical Engineering cameo (Morgan McArthur). Folks were quiet, but I interpreted this as could have offered more than 30 minutes for the presentation and Q&A. I think the time allotted was used well, but I'm hopeful staff will reach out looking for more details. Who knows, maybe we'll see a volunteer or to respond to the call for involvement of technical staff in the IC.

Michael and Becca – thank you for organizing/hosting/MC'ing the meeting. The question about whether or not we should schedule a follow-up presentation, and

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Recruited technical staff advocates



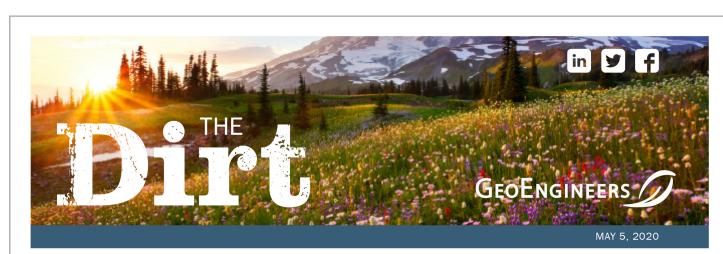
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Produced articles for company newsletter



The Dirt, your biweekly #SocialDistancing newsletter

The Importance of Inclusive Contracting



nope you read about GeoEngineers' nclusive Contracting Program in the last issue of *The Dirt*. The purpose of can use to engage with certified mall, disadvantaged or minority-owned sinesses, diversify our project teams and track sub-agreements with these

important to GeoEngineers' business for several overlapping reasons. Integrating these concepts into our pursuits and projects enhances our culture and reflects our values as a company—helping others get a seat at the table is the right thing to do! According to ACEC, it is increasingly

important for engineering firms to look beyond their short-term financial impact when developing and implementing business practices. The organization has found that many industry clients, shareholders, employees and recruits are concerned with social issues and expect A/E firms to do their part to improve the society we

It may help to think of diversity as our "mix" of employees with unique perspectives based on varied personal and professional backgrounds. Inclusion is simply the deliberate act of welcoming this diversity and making the "mix" of people succeed. We have all heard diverse groups or regions called "melting pots," but that is a poor analogy. We do not want a melting pot of uniformity; we want a vibrant salad! In a salad, each ingredient adds unique flavor and value to the dish, just as each person's differences adds value to a

While that may seem obvious, the unfortunate truth is that we all can fail to live up to our goals of hiring a diverse or inclusive workforce or subconsultant team, unless we carefully consider our own implicit biases and take steps to mitigate them. Without even realizing it, our unconscious biases can influence our decisions to team with a certain firm or hire a specific individual. As a firm, we can address these tendencies in two broad ways: by establishing company policies like the Inclusive Contracting Program that set corporate goals, and by asking our staff to individually work to identify and combat personal biases. If you're interested in identifying your own biases, consider trying an implicit bias test from Harvard University's Project Implicit. If we all have unconscious biases, then the first step

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



that focus on collaborating and positioning for multi-disciplinary, multi-million-

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, Expand and diversify our environmental assessment and remediation services

Integrate surface/groundwater expertise for clients needing to address drought



Incorporated into our firmwide Client Experience campaign

Discussed during major proposal kick-offs



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)

