



# From Buzzword to Blueprint: Transforming Construction Culture





# The Repurposed Educator Team



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# OBJECTIVES

- Recognize the impact and connection that culture has on attracting, hiring, and retaining your team
- Understand how the framework of Repurposed Educator impacts and builds culture
- Reflect on the current culture of your organization and identify areas of growth and discover strategies to support growth



# WHERE WE COME FROM



# HOW IT'S GOING



**What are some things that your organization intentionally does to build positive culture within your organization?**

**POLL:**

**What is the ROI for doing the intentional work on culture within your organization?**

# Building Culture Benefits

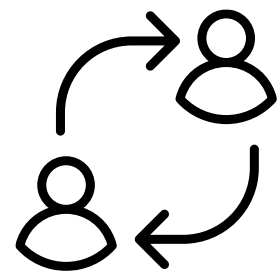
## Employment



**Team growth**

**Z**

**Gen X  
Millennial  
Gen Z**

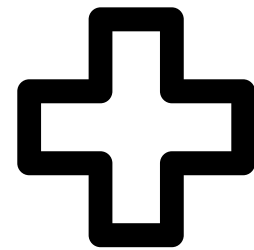


**Cost of  
turnover\***

## Safety



**Decrease  
OSHA  
violations**



**Decrease  
injuries or work  
comp claims**



**Increase  
psychological  
safety**

## Other



**Increase  
sales**



**Increase  
opportunities  
for  
partnerships**

**\*The average cost for turnover in our company would cost between \$40K-\$70K!**

# 20-30% Profit Margins

How we got there

## Branding & Culture

- **Business structure**
- **Team approach**
- **CLA**
- **Customers we chase**
- **Customers that choose us**



**We strive for quality, not quantity!**

**POLL:**

**What percentage of construction workers  
suffer from a mental health issue during  
their career?**

# Striking Statistics

## Suicide

- **1st** in major occupational groups (male & female)
- **2nd** in major industry groups (male)
- Overall rate of suicide is **4x** higher than the general population

## Physical Toll

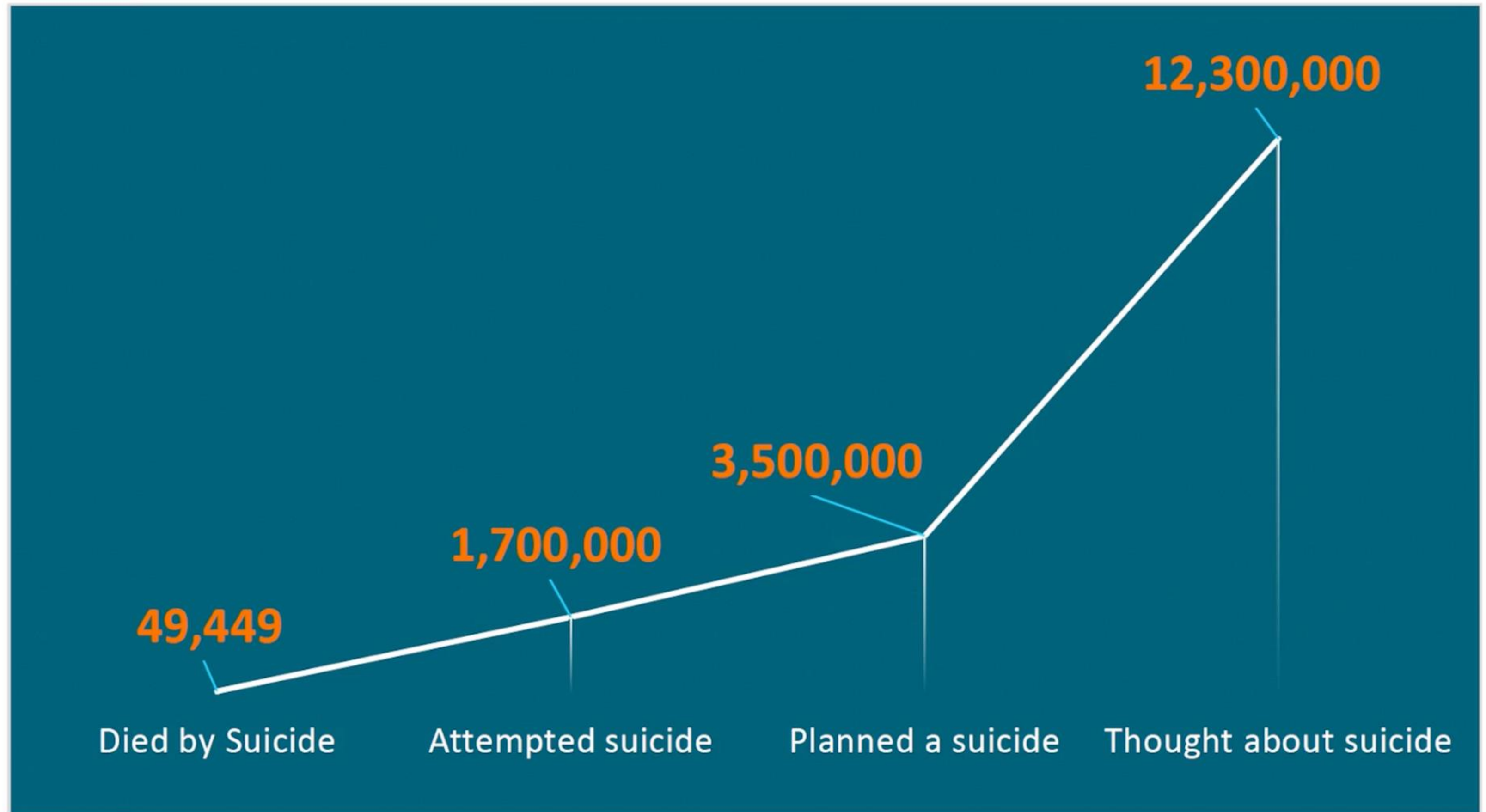
- Fatigue
- Obesity
- High-blood pressure
- Tobacco use
- Cardiovascular disease
- Musculoskeletal disorders
- **Chronic pain**

## Substance Abuse

**15%** of **all construction workers** in the US have this disorder compared to **8.6%** of the **general population** of adults.

**\*Nearly 2x** the national average

# Suicide in the US - 2022



# The Blueprint for Building Culture

*Why?*

**BRAND**

**ESTABLISHMENT**

**TEAM**

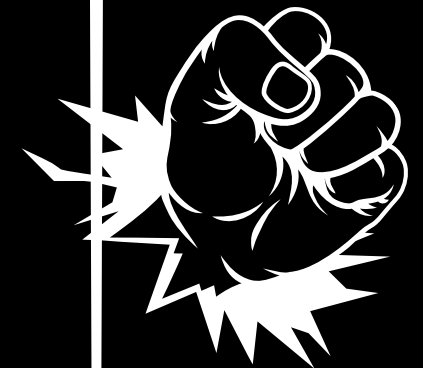
**BUILDING**

**PROFESSIONAL**

**DEVELOPMENT**

**COMMUNITY**

**IMPACT**



"Customers will never love a company until the employees love it first."

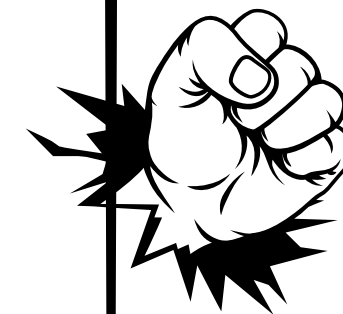
-Simon Sinek



# Culture Building Blueprint

*Why?*

BRAND ESTABLISHMENT	TEAM BUILDING	PROFESSIONAL DEVELOPMENT	COMMUNITY IMPACT



"Customers will never love a company until the employees love it first."

-Simon Sinek





**BRAND**

**ESTABLISHMENT**

# LET'S PLAY!

**Grab the closest thing to you with your brand on it.**

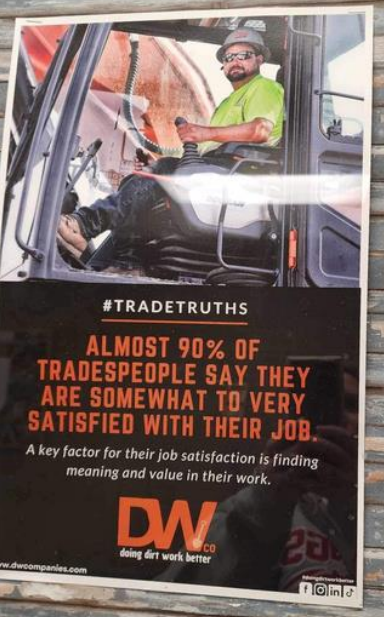
**What did you find? How long did it take?**





NORTH RISK PARTNERS®





Wish  
BANG  
BOOM





**TEAM**

**BUILDING**



# Why Team Building?



NORTH RISK PARTNERS®



Builds trust & morale



Allows team members to bond off-site



Improve communication skills, improve productivity.



Build familial connections



Bridge silos between sectors



# PROFESSIONAL DEVELOPMENT

## PART 1

ONBOARDING, &  
MENTORSHIP



## PART 2

COACHING  
CONVERSATIONS



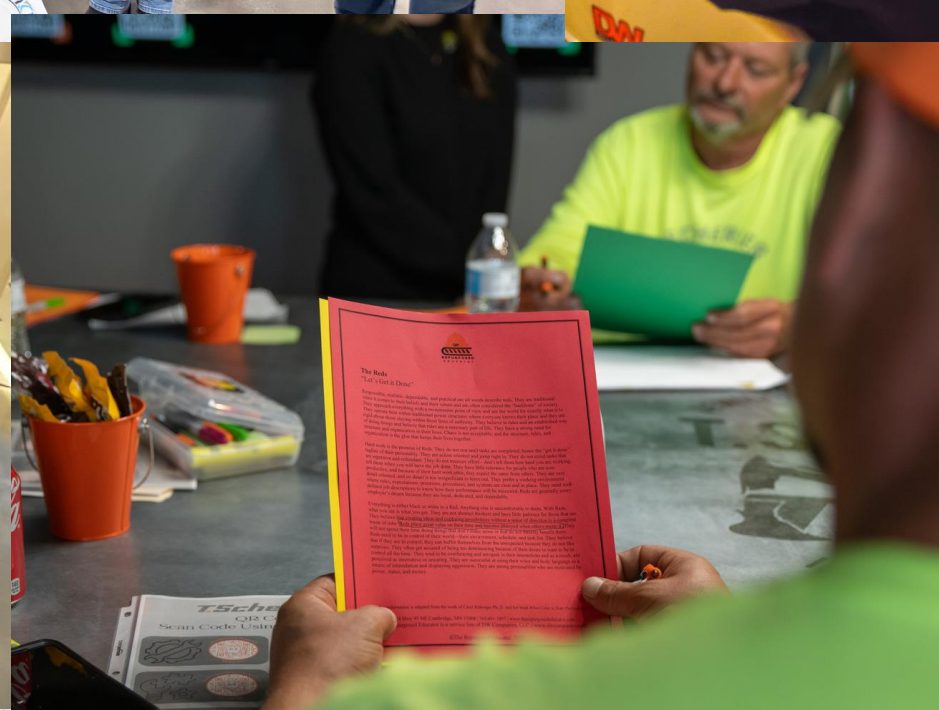
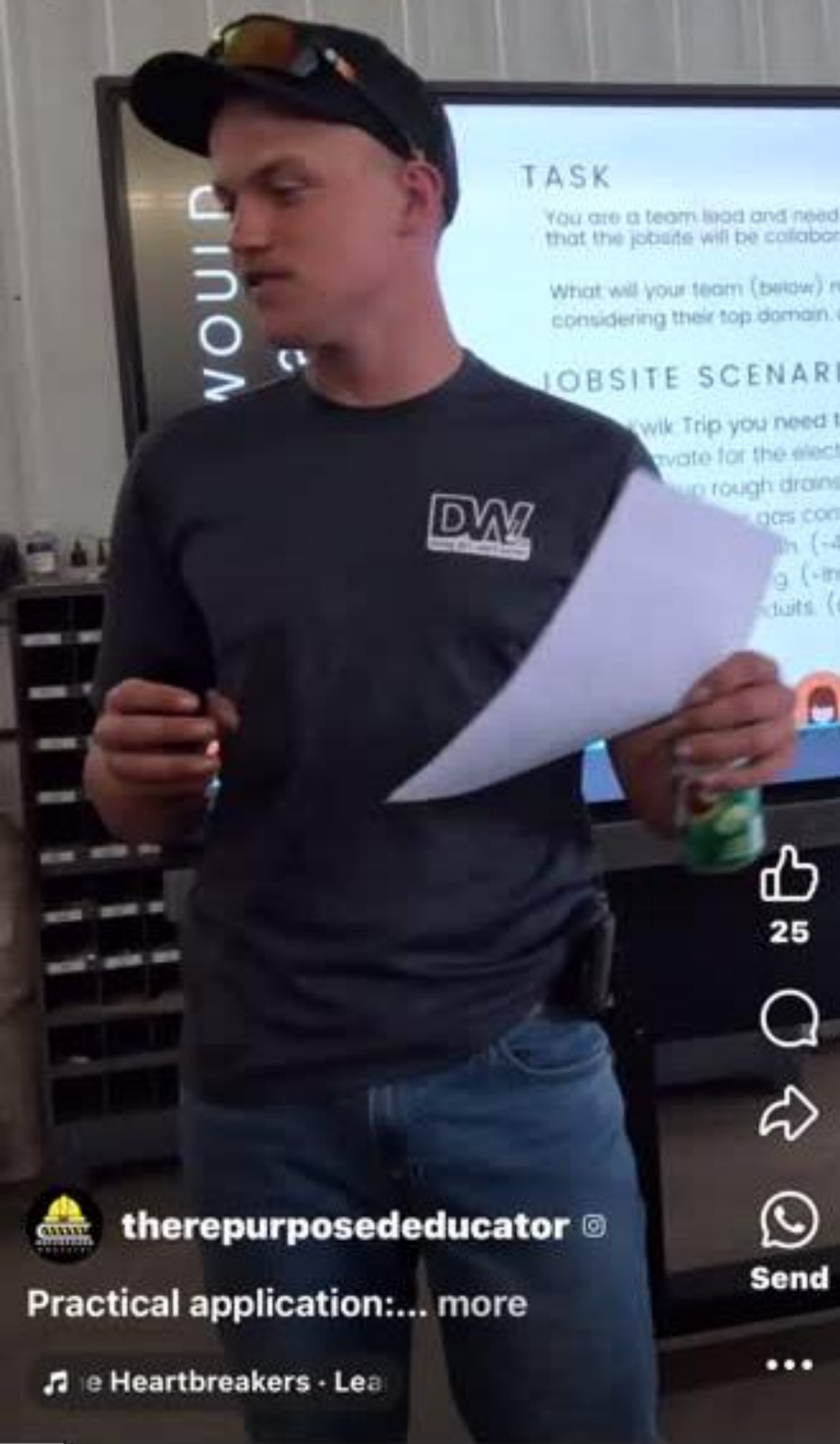
## PART 3

LEADING &  
FACILITATING  
PD



# How does RE define PD?

Ongoing learning and the gaining of new skills through intentional conversations, trainings, and mentorship opportunities.



# COMMUNITY

# IMPACT

## PART 1

Creating  
Community  
Connections

- 
- 
- 
- 
- 
- 
- 

## PART 2

Creating  
School  
Connections

- 
- 
- 
- 
- 
- 
- 

## PART 3

Engaging  
Students

- 
- 
- 
- 
- 
- 
-

# Why community impact?

- **BRAND RECOGNITION**
- **HUMAN CONNECTION**
- **EXPOSURE**
- **EXCITEMENT**
- **ATTRACT LOCAL TALENT**



NORTH RISK PARTNERS®



**Guest Readers**



**Birthday Sponsor!**



**Fire Assistance**



**Storytime Host**



**Emergency Assistance**



**Loader Sandbox**



**Ruby's Pantry**



**ECE Visit**



**POLL:**

**Which pillar has the most potential for growth and impact in your company?**



**DEVELOP  
HUMANS**



**CHANGE  
CULTURE**



**IMPACT  
INDUSTRY**

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# BREAKING GROUND

by the



REPURPOSED  
e d u c a t o r

# What to expect in Breaking Ground:

- **6 Modules**
- **12 Weeks**
- **2 Hours Per Week**
- **12 Live Sessions**
- **3 1:1 Coaching Sessions**
- **30+ Resources**



# CULTURE ACADEMY

by the  **REPURPOSED**  
e d u c a t o r

**We can provide solutions  
for your team in areas of:**

- Workforce Recruitment/Retainment
- Safety & Psychological Safety
- Communication Skills
- Conflict Resolution
- Brand Awareness
- Community Involvement
- Team Effectiveness/Productivity

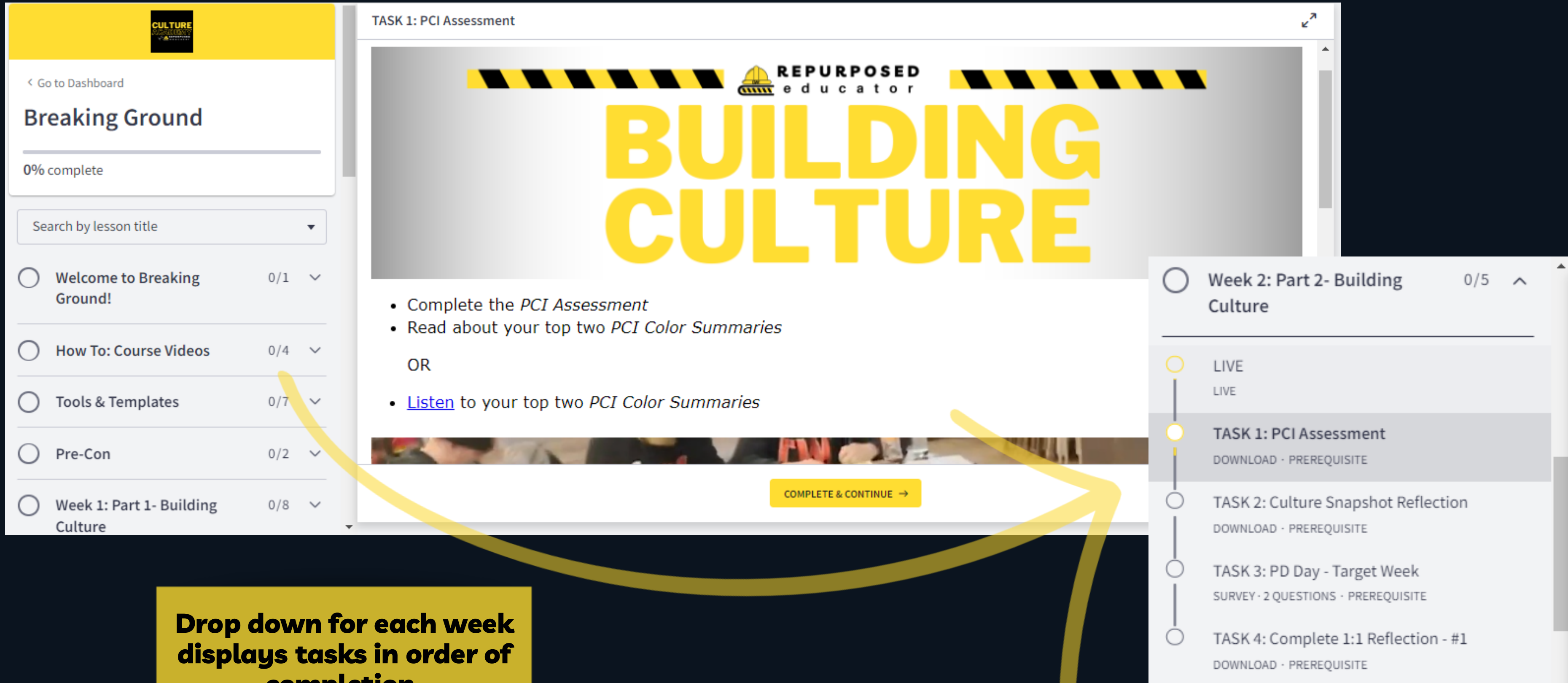


# MODULE CALENDAR



BUILDING CULTURE	BRAND ESTABLISHMENT	TEAM BUILDING	PROFESSIONAL DEVELOPMENT	COMMUNITY IMPACT	FINAL GRADE
<b>Week 1</b> 12/02/24	<b>Week 2</b> 12/09/24	<b>Week 3</b> 12/16/24	<b>Week 5</b> 01/13/25	<b>Week 9</b> 02/10/25	<b>Week 12</b> 03/03/25
		<b>2 WEEK BREAK</b>	<b>Week 6</b> 01/20/25	<b>Week 10</b> 02/17/25	
		<b>Week 4</b> 01/06/25	<b>Week 7</b> 01/27/25		
			<b>Week 8</b> 02/03/25	<b>Week 11</b> 02/24/25	

# Inside our platform



The screenshot displays the 'Building Culture' course interface. On the left is a sidebar with a 'Go to Dashboard' link and a 'Breaking Ground' section showing '0% complete'. Below this is a search bar and a list of course items with completion progress: 'Welcome to Breaking Ground!' (0/1), 'How To: Course Videos' (0/4), 'Tools & Templates' (0/7), 'Pre-Con' (0/2), and 'Week 1: Part 1- Building Culture' (0/8). The main content area is titled 'TASK 1: PCI Assessment' and features a banner for 'REPURPOSED educator' with the text 'BUILDING CULTURE'. Below the banner are instructions: 'Complete the PCI Assessment', 'Read about your top two PCI Color Summaries', and 'Listen to your top two PCI Color Summaries'. A 'COMPLETE & CONTINUE' button is at the bottom. On the right, a task list for 'Week 2: Part 2- Building Culture' (0/5) is shown, with 'TASK 1: PCI Assessment' highlighted as the current task. The task list includes: 'LIVE LIVE', 'TASK 1: PCI Assessment' (DOWNLOAD · PREREQUISITE), 'TASK 2: Culture Snapshot Reflection' (DOWNLOAD · PREREQUISITE), 'TASK 3: PD Day - Target Week' (SURVEY · 2 QUESTIONS · PREREQUISITE), and 'TASK 4: Complete 1:1 Reflection - #1' (DOWNLOAD · PREREQUISITE). A large yellow arrow points from the sidebar to the task list.

**Drop down for each week displays tasks in order of completion.**

# TOOLS &

# TEMPLATES

# 30+ Resources to help implement the four pillars

**The Oranges**  
"Let's All Get Along"

Oranges are natural caretakers and will habitually put the needs of others before their own. They are the most loving, considerate, and most concerned about the basic or emotional needs of others on your team. Oranges are devoted to their family and are truly committed to those they care about. They commonly play roles such as peacemaker and caretaker. Traditions are important to them.

Oranges have a strong sense of community and have a need to be involved in activities and events that directly benefit themselves and others. They root for the underdogs and expect and require others to be considerate of the feelings of others as well. They desire to make people's lives more enjoyable and comfortable and when others don't join them in that, they become troubled. Oranges enjoy taking leadership positions, not usually within the business environment though, and only if they believe that their involvement will make an impact.

On the job, Oranges are natural administrators juggling tasks and effectively communicating information. They are good at dealing with people because they are skilled in gaining support and cooperation among the team. Their focus is on team efforts rather than their own individual needs making them socially responsible, but they expect others to do the same. They strive for harmony and look for ways for everyone to be involved so that no one is excluded. If they feel that a team member has let them down, Oranges will feel taken advantage of and will react intensely.

Oranges are worry-warts. They tend to worry about anything and everything. They live in a constant low level of anxiety and are overly cautious. They have a strong need for personal praise but will play down their reaction to the praise and what it was about. Oranges struggle with balancing their time between family and other activities. For an Orange, there is never enough time in the day to do it all, especially time to take care of themselves.



The information is adapted from the work of Carol Ritberger Ph.D. and her book What Color is Your Personality? ©2024 Hwy 95 NE Cambridge, MN 55008 | 763-491-1897 | www.cherisrepurposededucator.com  
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**The RE Pillars of Culture Notes**

BRAND ESTABLISHMENT	TEAM BUILDING	PROFESSIONAL DEVELOPMENT	COMMUNITY IMPACT
Things I already do:			
Things I want to do:			

**"Customers will never love a company until the employees love it first."**  
-Simon Sinek

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**Culture Building 101**

TEAM BUILDING	PROFESSIONAL DEVELOPMENT	COMMUNITY IMPACT
How does your company hire, train, and retain hardworking, skillful and respectful humans? Taking time to develop your team matters both on the job site and off and will produce results that you'll see both personally and professionally in your team.	How does your company continue to better your team? It's not just about heavy equipment and safety training. Being able to identify areas where your team needs to grow benefits your entire company by creating an environment where your employees know that vulnerability and learning is a welcomed	How does your company impact your community? Taking an active role in your community and outreaching to up and coming generations (Hello, Gen Z) to inspire youth and the youthful to get interested in the trades and welcome them into your industry.

 SUICIDE & CRISIS LIFELINE  
TEXT OR CALL 988



The 2018 Plan Against Pain identified surgery as a leading gateway to new persistent opioid use with 9% of patients on average developing addictions after surgery.

issues as an "ecosystem" to reach more employers.

**Recommended Solution Strategies:**  
There isn't a single solution or resource to fix mental health and prevent suicide. This is a vexing problem with many contributing factors and underlying causes.

**Representative Challenges:**  
Stigma remains the number one barrier addressing mental health in the workplace. Stigma is an invisible but real barrier that keeps people from offering, seeking, or accepting help. Utilization of Employee Assistance Programs (EAPs) remains low. Research shows many employees and dependent family members

physical and emotional health safety/health and wellness p

3. Determine if your organization has an Employee Assistance Program (EAP) and understand the services available through your organization and how to access the EAP. Send a postcard mailing to the address of your employees to inform them of the EAP.

4. Invite your EAP provider or a service provider (insurance, management and employee assistance) to help you

**Ten Recommended Action Steps to Tackle Worker Wellbeing:**

- Engage senior leadership in your organization to incorporate worker wellbeing as a foundation of a caring culture. By communicating the company's commitment to wellbeing

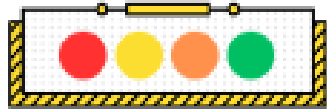
**Worker Well-Being Article Reflection**

What stats might you share with your team to build buy-in and understanding for the need to work on culture that were shared in the article?

How have the problems mentioned in this article affected your team?

**1:1 COACHING SESSION REFLECTION #1**

Mark your top two PCI colors with a #1 and #2 in the circle.



Using your color summary, use the information you've read about to fill in the table below.

Words to describe you	What do you bring to the workplace?	What do you need to be successful?
1.		
2.		
3.		

How might your PCI color affect your leadership style and communication preferences?

**CULTURE ACADEMY**

**CULTURE SNAPSHOT - OWNER/LEAD INTAKE**

Winter Cohort 2024

Terms and Conditions

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Next

Page 1 of 7

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**Engagement Strategies**

Consider these components as you prepare for Professional Development

 <b>Agenda, Timing, and Breaks</b> Offer them when planning breaks, lunch, and topics are so they know what to expect.	 <b>Wins &amp; Celebrations</b> Showcase the positive things happening in your company and between your people!	 <b>Visuals</b> Visuals can help you understand roles and help reinforce it.
 <b>Basic Norms &amp; Expectations</b> Setting expectations and norms around participation, feedback, and interaction will help set the stage for the day.	 <b>Materials Prep'd &amp; Ready</b> Ensure you have all the materials you need for the time you have with your team.	 <b>Facilitator Body Language &amp; M</b> Be aware of how you verbally and utilize the room and staying in one place.
 <b>Wait Time</b> Create the opportunity for the learner to think and process the information before you move on.	 <b>Think Pair Share</b> Allows time for your team to process, warm up ideas, and come up with questions, group of partner responses.	 <b>Group Movement</b> Interactive activities are built in to break up sit time.

**The Personality Color Indicator (PCI)**

Directions: Read each statement carefully. If you agree with the statement or believe that it represents you best, circle the letter to its left. If you do not agree, move on to the next statement.

A	1. I consider myself to be down-to-earth.
B	2. I prefer to stick to a set daily routine rather than put myself in unfamiliar situations.
A	3. I enjoy using my creativity to come up with innovative ways of doing things rather than doing them the same way as everyone else.
A	4. I stay focused and concentrated on what needs to be completed rather than thinking about future tasks.
B	5. I become bored with tasks that are repetitious and find myself looking for different and better methods of doing them.
B	6. I enjoy the challenge of finding solutions to problems that are complex and that need to be explored from a variety of perspectives.
A	7. I consider myself to be practical, not theoretical.
B	8. I have a lot of thoughts in my head at the same time, and I am often accused of not listening or of being preoccupied.
A	9. I would rather work with facts and figures than theories and ideas.
B	10. I pride myself on using my intellect and being a creative problem solver.
A	11. I would rather deal with the known than explore possibilities.
B	12. I prefer being original rather than traditional.
B	13. I am interested in how machines and products work so I can come up with ways to improve them.
B	14. I prefer learning new skills more than using old ones.

This information is adapted from the work of Carol Ritberger Ph.D. and her book What Color is Your Personality? ©The Repurposed Educator, 2023

“

One thing that has been really great is the format; it really allows for flexibility. I haven't been able to be there for a couple of the live sessions, so it's great when you can go back and view it later, so you aren't missing a thing. I've also gone back and watched live sessions and videos I've already seen just to revisit the material.

**MINDY BURROWS**  
J&S GENERAL CONTRACTING

“

My favorite part of Culture Academy to date has been the live sessions, 1:1 coaching and the easy to use platform. The RE team is truly inspiring with their passion of Culture Academy!

**MATT ADAM**  
J&S GENERAL CONTRACTING

“

This is the path to getting the talent you want in our industry. Tech people are doing these things, blue collar IS NOT.

**HARRISON SMITH**  
RALPH SMITH TRUCKING CO.

“

The live sessions with networking, sharing ideas, the direction from you all. The networking etc feeds my creative side to keep going to keep making things better and don't give up just because someone doesn't agree with you or doesn't want to go the direction you want to go.

**LYNDELL ZIMMERMAN**  
ZIMMERMAN EXCAVATING

See what participants have to say!



[All Courses](#)[Coaching Sessions](#)[Community Pages](#)[Tools & Templates](#)

## BREAKING GROUND

by the REPURPOSED educator

### Breaking Ground

Course

FOUNDATIONAL COURSE: includes Personality Color Identifier (PCI) - Part 1 Invest in your people by joining Culture...



## COLORS 2

by the REPURPOSED educator

### Colors 2

Course

PCI - Part 2 Using the PCI, teams will work together to identify effective communication strategies with a focus on navigating...



## RECRUITMENT

by the REPURPOSED educator

### REcruitment

Course

Step by step, you'll learn how to attract "good humans", implement the RE interviewing method, and establish effecti...



## TEAM VALUES

CREATING A STRONG FOUNDATION

by the REPURPOSED educator

### Team Values

Course

This course focuses on cultivating strong team values and fostering a positive organizational culture within construction...



## RECONSTRUCT

STREAMLINING PROCESSES &amp; PROCEDURES

by the REPURPOSED educator

### REconstruct: Streamlining Processes & Procedures

Course

This course is designed to enhance the operational efficiency and effectiveness of businesses through the refinement of...



### Creating "Why" & Being Comfortable with Being Uncomfortable

Course

Your team will take part in facilitated discussion surrounding the WHY of your organization & create a Golden Circle for...



# Recruitment

Transform your approach to hiring by prioritizing individuals who not only possess the right skills, but also resonate with your organization's core values. Maintaining a good culture means bringing on the best humans possible to your team. This comprehensive course empowers you with the expertise to adeptly maneuver through all phases of the recruitment journey. Gain actionable insights and hands-on strategies to optimize your hiring process.

[Join the Waitlist](#)

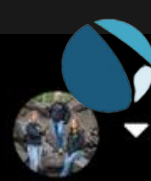


## COURSE INCLUDES:

- 6 Chapters walking you through the Recruitment Process from ads to onboarding
- 20+ Resources & Templates to use and edit with your company
- 2- 1:1 Coaching Sessions to be used at any time to support implementation
- Access to course community to network with others in the industry

**\$1,200**

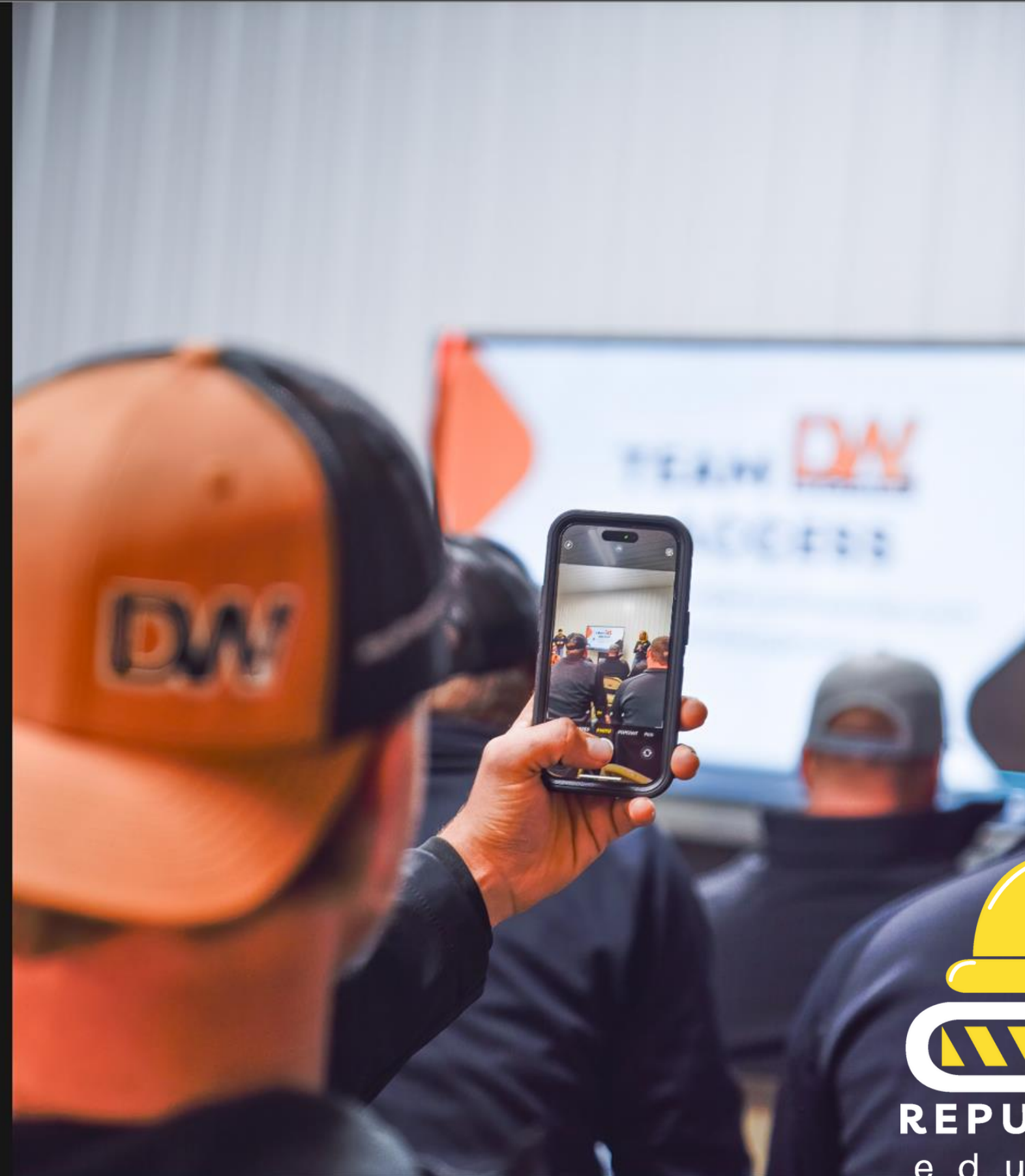
## COURSE HIGHLIGHTS:



# REconstruct: Streamlining Processes & Procedures

This course is designed to enhance the operational efficiency and effectiveness of businesses through the refinement of processes & protocols; specifically within the construction industry as they relate to accounting, hiring & onboarding, and more.

[Join the Waitlist](#)

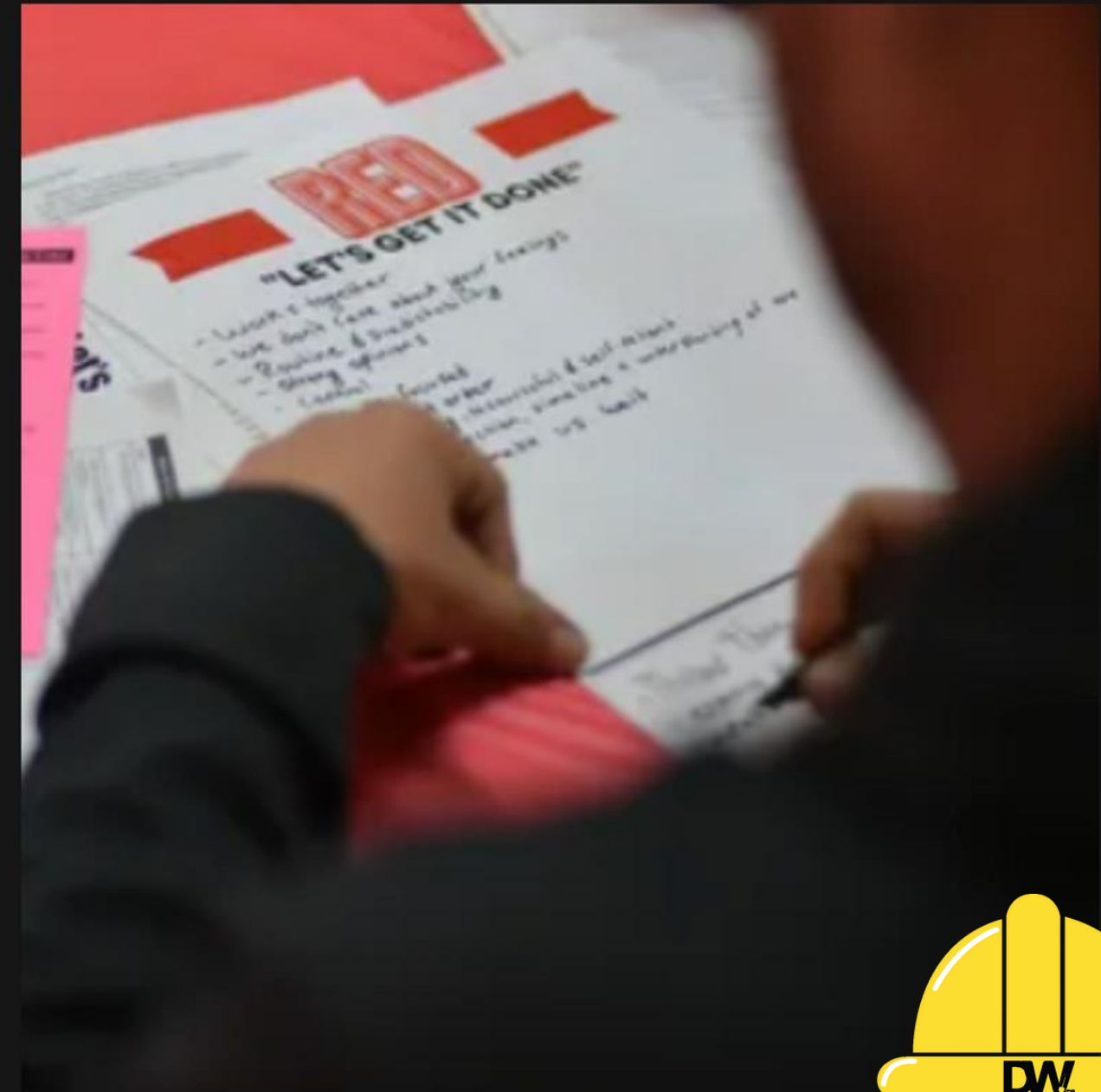




# Colors 2

Now that PCI - Part 1 has been completed, your team will work together to identify effective communication strategies with a focus on navigating conflict; looking at common triggers for each color as well as things that help reduce conflict for each other. Your team will create a go-to reference sheet that highlights best practices for each color to use at your workplace.

[Join the waitlist](#)





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# THANK YOU

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