



# 7 Key Barriers Women Face in UK Construction Leadership – And How to Overcome Them



**Women in Construction**

**The Power Within HER®**

A Division of The Power Within Training

## Overcoming Challenges

### Embrace Your Leadership Role, No Matter the Hurdles.

The U.K. construction industry, traditionally male-dominated, is witnessing a major shift as more women take on leadership roles. Women like you bring fresh perspectives and new ideas, driving progress and diversity. However, many face unique challenges that can hinder their journey.

Discover the key barriers women in the U.K. construction sector face and gain valuable insights and strategies to help overcome these obstacles and thrive as leaders in this brochure.

### It's Time To Be The Person You Want To Be:

Women are essential in driving innovation and diversity in the U.K. construction industry. Despite their significant contributions, they often face barriers that prevent them from stepping into leadership roles.

Overcoming these challenges is crucial, not only for personal career growth but also for building a more inclusive and competitive sector. By recognising and understanding these obstacles, we can begin to shape a fairer construction industry that offers equal opportunities for everyone.



## 7 Key Challenges and Their Impact:

### 1. Fear of Failure

#### The Challenge:

Many women in construction struggle with imposter syndrome and a deep fear of failure. This fear stems from the industry's tough expectations and constant scrutiny. It holds them back from taking risks, which are crucial for professional and personal growth.

#### The Impact:

This fear goes beyond personal hesitation—it hinders innovation and limits career growth. Many women may avoid challenging projects or opportunities to showcase their skills. As a result, they miss chances to prove themselves and move up in their careers, reinforcing the cycle of under-representation in leadership.

#### What You Can Do Instead:

- **Embrace Growth:** Adopting a mindset that sees failures as learning opportunities can transform setbacks into stepping stones for growth - in other words, you're adopting a growth mindset.
- **Seek Support:** Connecting with mentors who understand the industry's challenges can provide guidance, encouragement, and practical advice for navigating obstacles. You're not alone.
- **Take Calculated Risks:** Taking on controlled and manageable challenges within a supportive environment can help build your confidence and resilience, demonstrating capabilities and paving the way for change.



# 7 Key Challenges and Their Impact:

## 2. Lack of Self-Awareness

### The Challenge:

Being aware of your own strengths and weaknesses is crucial for good leadership. Understanding how your actions affect others helps build trust and maintain good relationships within your team. Without understanding this, leading effectively becomes a significant challenge.

### The Impact:

Without self-awareness, you might struggle to manage relationships and team dynamics effectively. This often leads to miscommunication, conflicts, and confusion, which can hurt team performance. Additionally, it can hinder your own personal development and growth, preventing you from reaching your full potential.

### What You Can Do Instead:

- **Seek Regular Feedback:** Encourage a culture where giving and receiving feedback is a regular practice. Feedback helps you see yourself from different perspectives, allowing you to understand your impact on others and identify areas for growth.
- **Practice Self-Reflection:** Ask yourself, “How can I use my strengths and weaknesses to lead?”. Dedicate time to self-reflection through methods like journaling or meditation. This allows you to analyse your actions and decisions, understand your motivations, and learn from your experiences, leading to more thoughtful and informed leadership.
- **Use Personality Assessments:** Take advantage of personality assessment tools like the Myers-Briggs Type Indicator (MBTI) or Emotional Intelligence (EI) tests. These provide insights into your strengths and potential areas for improvement, helping you to tailor your leadership style to be more effective and empathetic.



## 7 Key Challenges and Their Impact:

### 3. Poor Communication Skills

#### The Challenge:

In the construction industry, women often face challenges in being heard and understood. This can then affect their confidence and self-esteem, leading to misunderstandings and a lack of clear direction for the team.

#### The Impact:

Poor communication can cause project delays, lower team morale, and missed opportunities for better growth. Additionally, it can damage your credibility and authority, making it harder to lead effectively.

#### What You Can Do Instead:

- **Invest in Communication Training:** Developing communication skills through training programmes can improve clarity, assertiveness, and active listening. This training helps you convey your ideas more effectively and understand others better.
- **Practice Public Speaking:** Regular public speaking, such as presenting at meetings or conferences, can build your confidence and improve your ability in conveying ideas clearly and confidently.
- **Establish Feedback Mechanisms:** Creating systems for two-way feedback creates an environment of openness and understanding. Regular feedback helps identify communication issues early and provides opportunities for continuous improvement.



## 7 Key Challenges and Their Impact:

### 4. Inability to Motivate & Inspire

#### The Challenge:

As a leader, your ability to motivate and inspire is crucial. In the construction industry, women often face a lack of role models and supportive networks, which can make it difficult to keep performance and morale high.

#### The Impact:

When leaders don't inspire or motivate, teams can suffer from low morale, reduced productivity, and high turnover. This not only stifles innovation but also jeopardises the success of projects.

#### What You Can Do Instead:

- **Role Model Development:** Celebrating and highlighting successful women leaders in the industry. Their stories can provide much-needed inspiration and serve as role models for emerging leaders like you.
- **Motivational Intelligence (M.Q.) Training:** Investing in MQ training to help leaders understand what drives motivation in their teams and how to apply these insights effectively.
- **Empowerment Workshops:** Running workshops focused on building confidence and empowerment. These can equip you with the tools to inspire their teams and boost overall performance.



## 7 Key Challenges and Their Impact:

### 5. Resistance to Change

#### The Challenge:

We know that change is unavoidable, especially in the fast-paced construction industry. However, many people resist change because they crave stability and fear the unknown. This resistance can make it difficult for leaders to be effective and innovative.

#### The Impact:

When teams resist change, it can lead to missed opportunities for new ideas and growth. It can also cause stagnation and make it difficult to adopt new technologies or methods, putting your business at a disadvantage compared to more adaptable competitors.

#### What You Can Do Instead:

- **Embrace Change Management Training:** As a leader, you can benefit greatly from change management training. This training will equip you with the skills to handle transitions smoothly, making the process less intimidating and more effective.
- **Establish a Change-Friendly Culture:** Creating a work environment that values flexibility, innovation, and continuous improvement can significantly reduce resistance. Encourage your team to see change as an opportunity rather than a threat. Highlight success stories and celebrate milestones to reinforce this mindset.
- **Communicate Clearly and Transparently:** Open communication is key to easing fears and gaining your team's trust. Clearly explain why change is necessary, how it benefits everyone, and what the plan entails. Transparency builds trust and helps your team feel more comfortable and involved in the process.





## 7 Key Challenges and Their Impact:

### 6. Lack of Vision

#### The Challenge:

A strong vision is essential for direction and purpose. There are fewer women in leadership positions in the construction industry, making it harder for others to envision themselves in similar roles.

#### The Impact:

Without a clear vision, teams can feel lost and unmotivated. This can lead to confusion, misalignment, and low morale. Visionary leadership is vital for inspiring and guiding teams toward long-term success.

#### What You Can Do Instead:

- **Leadership Training:** Equip yourself with training focused on developing and articulating a compelling vision. This training will empower you to provide clear direction and inspire your team toward shared goals. It all starts within you.
- **Highlight Role Models:** Highlight successful women leaders in the construction industry who exemplify visionary leadership. Their experiences and achievements serve as inspiration and practical guidance for setting and achieving a clear vision.
- **Develop Collaborative Vision:** Engage your team in the process of vision creation. By involving everyone, you foster a sense of ownership and alignment with organisational goals. This collaborative approach ensures that the vision resonates with the entire team, enhancing motivation and commitment.





## 7 Key Challenges and Their Impact:

### 7. Ineffective Delegations

#### The Challenge:

Delegation is essential for effective leadership, yet many women in construction struggle due to a lack of trust in their teams or fear of appearing weak. This hesitation often leads to micromanagement and eventual burnout.

#### The Impact:

When delegation is ineffective, leaders may become overburdened while team members are underutilised. This results in decreased productivity and can hinder the growth of team members' skills and overall teamwork.

#### What You Can Do Instead:

**Delegation Training:** Investing in training that focuses on effective delegation techniques helps you build confidence in your teams' abilities and enables you to distribute tasks more efficiently.

**Build Trust:** Devote time to nurturing strong, trust-based relationships with your team members. When there is mutual trust, delegation becomes smoother and more successful. Your willingness to genuinely invest in your team distinguishes you as an exceptional leader.

**Establish Clear Expectations and Accountability:** Define clear expectations for delegated tasks and establish accountability measures. This ensures that tasks are completed effectively and establishes a culture of responsibility within the team



## Let's Tear Down These Barriers Together!

Looking ahead, the U.K. construction industry is on the brink of change as more women step into leadership roles. But to succeed, they must overcome unique challenges like fear of failure, communication issues, and self-confidence.

Our programme, "**Women In Construction: The Power Within HER,**" empowers women with training, mentoring, and support. By creating an inclusive environment, we aim to boost diversity and vitality in the industry, helping women leaders thrive.

We believe in overcoming these barriers with the right tools and support. At The Power Within Training, we utilise a hidden gem known as Motivational Intelligence (MQ) - which lives within you.

Our programme empowers women in construction to dream big, achieve more, and lead with confidence. By nurturing a growth mindset, boosting self-awareness, and refining crucial leadership skills, we empower women to unleash their full potential and inspire others.

As we tear down these barriers, let's celebrate our progress and stay committed to building an environment where women leaders can thrive, inspire, and shape a brighter future for the U.K. construction industry.

Together, we can create a sector that values the diverse talents and potential of everyone, ensuring a better future for all.



## The Next Steps...

Now that you've discovered the obstacles holding you back, it's time to take action! Explore how we can help you overcome these challenges and unlock the best version of yourself. Let's start your journey to success together!

It all begins within you.

We'll help you improve your business through improving your mindset.

Stepping into the unknown can seem scary, but it's only daunting if you don't know and haven't taken that first step. We're here to stand by your side and help you discover what lies ahead together.

**Take the lead. Inspire your team.** The future of construction is waiting for your vision and leadership.

**Did you know that you, your business or your organisation can get our Women in Construction Leadership Programme fully funded via CITB?**

For more information and to apply:



Email: [Samantha@tpwtd.com](mailto:Samantha@tpwtd.com)



Phone: 0795 8877 116 or 0141 488 4991





## Real People, Real Results

"Where do I even start? This course has completely transformed my professional and personal life. Thank you to The Power Within Training for delivering this incredible course with passion and inspiration!"

- **Gemma Barry, Senior Sales Manager, Vistry Group.**

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"The Power Within HER programme has been a game-changer for me. It provided me with the tools and confidence to lead effectively in a challenging industry."

- **Louise Sinclair, JK Consulting.**

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"This is hands down the best course I've ever taken! The skills taught empower female leaders to lead their teams more effectively and make decisions that truly drive business growth."

- **Donna Chadwick, Business Owner, YourSpace Property Group.**

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"The Women in Leadership programme made a profound impact on both my personal life and career. Learning from Mari about the latest cognitive psychology and motivational intelligence has empowered me to bring about meaningful change in my leadership approach. I'm excited to continue implementing these insights in my career and team. I highly recommend this course for anyone looking to elevate their leadership and management mindset."

- **Danika McPherson, Site Manager, Vistry Group.**





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