

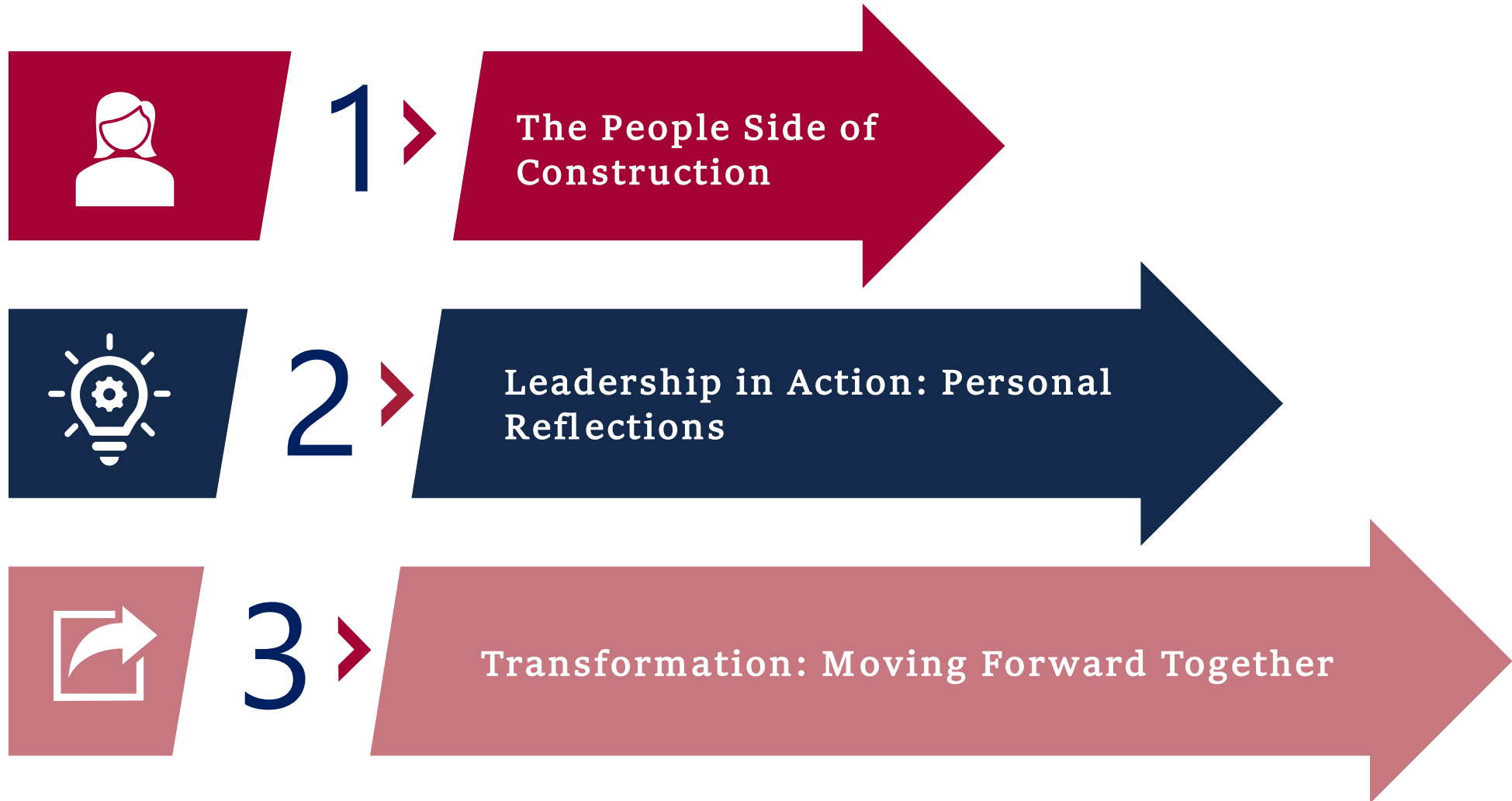
Humanity-Driven Leadership

Turning Knowledge into
Progress: Redefining the Future
for Women in Construction

Cathryn Greville *(she/her)*
CEO



AGENDA





PART 1

The People Side of Construction

The Missing Piece in Construction





What do Resilient Organizations and Thriving Communities Actually Look Like?

Resilient organisation

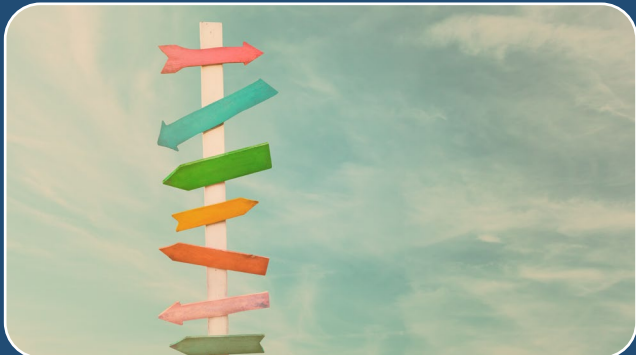


Thriving community



Humanity-centred
Leadership

The Three Pillars: Empathy, Inclusion, and Purpose



Empathy

The ability to understand and share the feelings of others.

Not walking in someone's shoes, but walking beside them.



Inclusion

Creating environments where everyone – regardless of background or characteristics – can fully contribute, and succeed.



Purpose

Knowing your 'Why'

Why does your organisation exist beyond making profit?

Are your people connected to that purpose?



PART 2

Leadership in Action: Personal Reflections



1) Leadership doesn't need a Title

**Be the leader people need to see, with
or without the title.**





2) With disagreement comes great opportunity

**Use challenge to your advantage.
It's an opportunity to shift culture
and behaviour, one person at a
time.**



**3) Visible leadership creates ripples far
beyond the surface**

Be the pebble that creates ripples for others.



4) Values alignment is not negotiable

Don't be afraid to walk away.





PART 3

Transformation: Moving Forward Together



The Business Imperative

Decision-
making

Profit

Perform
better

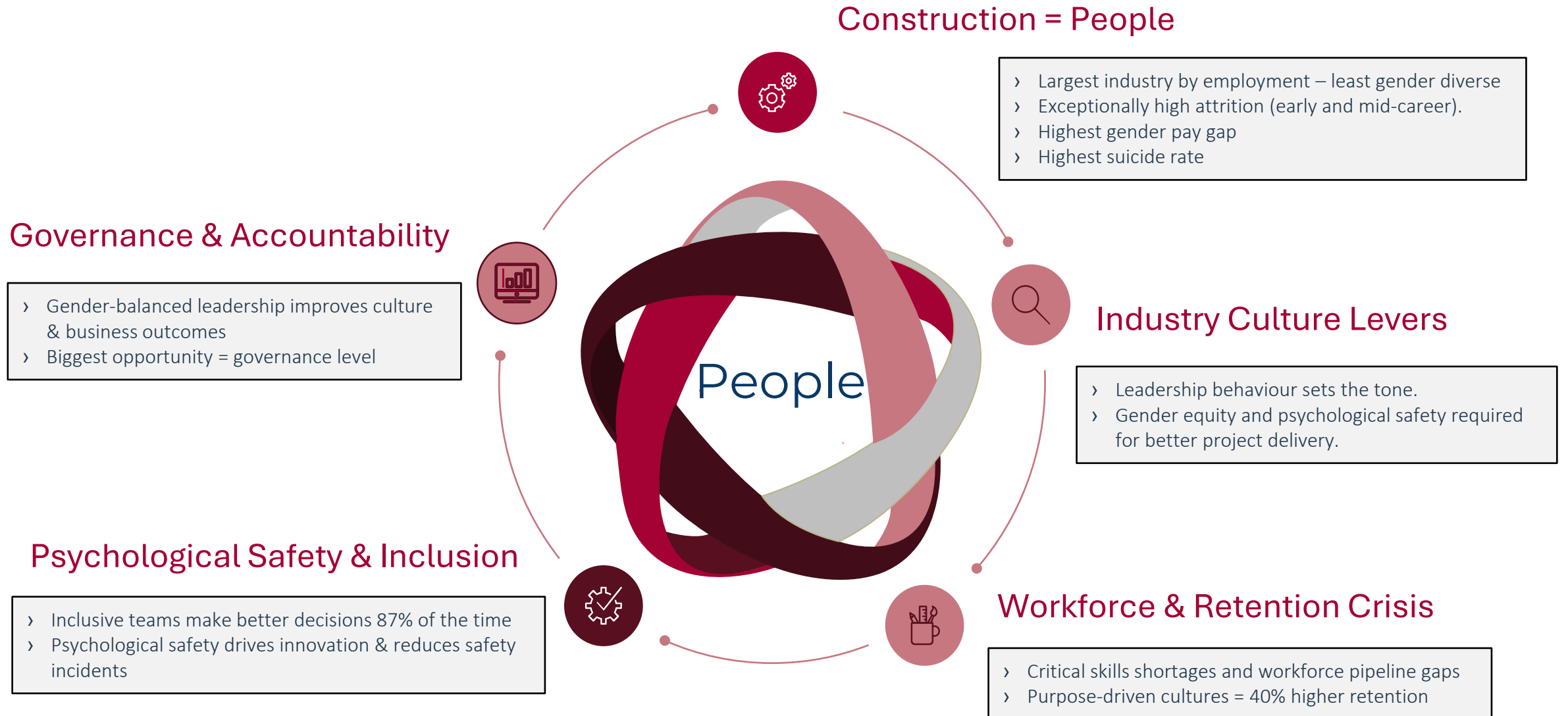
Business
outcomes

Innovation

Workforce



The Industry Imperative





The Human Imperative

Embedding Human-Driven Leadership



“The companies that will succeed are those that realize that culture isn't what you say, it's how you act.

It's created in a thousand small moments—in how you treat the person who can do nothing for you, in what you do when no one is watching, in whether you speak up when something isn't right.”

Tarang Amin
CEO of e.l.f. Cosmetics

ACTIONS FOR INDIVIDUALS



Be a Humanity-Driven Leader



Practise
empathetic
curiosity

Use your
voice for
others

Challenge
the status
quo

Share your
story

Build
Bridges

Sharing your humanity is powerful

ACTIONS FOR ORGANISATIONS



Embedding Humanity-Driven Leadership

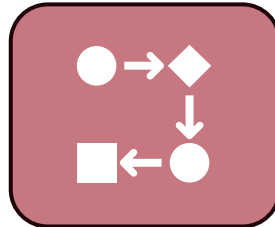
1.



Audit your culture

- Ask your people:
- Anonymous surveys
 - Focus groups
 - Exit interviews
 - Stay interviews

2.



Redesign your processes

- Recruitment
- Promotion
- Decision-making
- Resource allocation

3.



Invest in human-centred skills

- Provide training in:
- Empathetic leadership
 - Inclusive facilitation
 - Cross-cultural communication
 - Psychological safety

4.



Align incentives with values

- Reward what you care about.
- Ensure incentive structures reflect stated values.

5.



Tell different stories

- Who gets celebrated?
- Lift up diverse examples of success and leadership models.

6.



Create accountability

- Set goals for inclusion, engagement and purpose-connection.
- Track and report on progress.



*“The future won’t be shaped
by women acting like men.*

*It will be saved by leaders
who act like humans.”*

Jingjin Liu

Entrepreneur

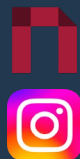
Women’s Inclusion & Social Justice advocate





Expertise:

Industry capability, EDI, Gender Equity, ESG, Social Value, Strategy, Change Management, Inclusive Leadership



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