



TOOLBOX TALK #23

WHO ARE WE AND WHAT DO WE DO?

We represent a dominating force in the one and two-story commercial construction market. Why is that important? Because we are to the construction industry what the small business is to the economy. On the national network news, the big corporations get most of the attention, especially when they layoff workers. But the majority of jobs in this country come from small businesses.

Similarly, major high rise projects and downtown office towers may get a lot of attention when they are announced, but we are the ones building America square foot by square foot. Our projects provide more commercial office space, warehouse facilities, retail stores, and residential areas than the big high rises during the course of any given year.

Take pride in what we do, because hundreds and thousands of people we will never meet will work in and pass through the projects we build. The quality of our work will matter to these people long after we have wrapped up the project. We may not get a lot of fancy attention, but what we do does matter long after we complete our work. In fact, we refuse to get attention in the news media. No project involving this crew will ever make the evening news. That's because our buildings will not collapse, falter or fail and we will not have a tragedy on one of our jobsites. News happens when something extraordinary takes place. It's not news when a crew constructs a quality, safe building that will stand for generations, and that is what we do.

The work we do is important and it's meaningful. Each one of you should be proud of your work and know that 20 years from now you will drive by the building going up on this jobsite and be able to say *we built that*. We are the people who are literally building America! We do it safely and with the highest level of quality. I'm proud of this team, and honored to be a part of it.

Facilitator Notes: This talk doesn't harp on safety, but it is intended to drive home the importance of taking pride in one's own professionalism, which is essential if safe work habits are to become the team goal. This message is completely true, but your crew probably has never heard it before. They need to hear it from you. The point of this talk is that their work is important beyond any scope they can imagine. The work they do will stand for decades, and they should be proud to be a part of this industry. Be passionate about this talk. Your crew deserves the recognition.

Additional Notes: _____

Crew Member Comments: _____

Presented By: _____ **Date/Time** _____

Attendees: _____

List additional attendees on back of sheet