

Lesson 2: Making the Case for DEI

💡 **Opening Thought:** There is a rising imperative to advance equity and inclusion for marginalized communities.

💬 Discussion Questions

- What systems of inequity show up in industries like roofing/construction?
- Why is DEI also a business issue (retention, recruitment, safety)?
- What myths or pushbacks have you heard about DEI? How would you respond?
- Imagine your company becomes a model for DEI.
 - What would be different in hiring?
 - Jobsite culture?
 - Leadership decisions?
 - Team communication?

📖 Case Study Exercise

Scenario: A company notices high turnover among women and workers of color. Leadership claims, *"We treat everyone the same—it's a tough industry."*

- What equity gaps might exist?
- What specific strategies could the company implement to create real change?

Personal Action Plan ✍️ fill in the blanks:

- One thing I will start doing to promote inclusion is:
- One thing I will stop doing that may unintentionally exclude others is:
- One thing I will share with my team about DEI is:

🌟 **Reminder:** DEI is not an extra—it's the foundation of a safe, thriving, and innovative workplace.