



FIR (Fairness, Inclusion & Respect) Ambassador Information Pack



This project has been delivered with support from the CITB Structured Fund, which aims to ensure that the construction industry has the right people, with the right skills, in the right place, at the right time and is equipped to meet the future skills demands of the industry.

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Who Can Become a FIR Ambassador?

FIR Ambassadors can be employed at any level of the organisation.

They should have the explicit support of more senior management, be influential in their team or business, and be able to maintain positive relationships based on respect.

The Role of A FIR Ambassador

A FIR Ambassador promotes a culture of Fairness, Inclusion and Respect within the organisation in which they work.

A FIR Ambassador is expected to act as a role model for Fairness, Inclusion and Respect in their offices, sites or projects. This means embodying the principles of FIR to work collaboratively, whilst stepping in to take action, challenge behaviour, and positively impact workplace culture.

What is Expected of a FIR Ambassador?

FIR Ambassadors are encouraged to:

1. Recognise, and promote to others, that FIR is key to business success and performance.
2. Make every effort to regularly communicate the benefits of FIR, for example, through promoting business successes or examples of good practice.
3. Help to create an open, positive and inclusive work environment.
4. Support compliance with current legislation (e.g. Equality Act 2010).
5. Understand the barriers that prevent people from being able to give of their best in the workplace, and speak out to overcome them.
6. Be a focal point for a part of the business (e.g. a project or office) in relation to FIR.
7. Sign-post colleagues who are in need of advice e.g. when experiencing unfairness, discrimination, bullying or harassment.
8. Engage with managers, programme or project leads to support culture change and progress FIR in specific offices or projects.
9. Be a soundboard for challenging unfairness and promoting FIR in the workplace.
10. Treat all others with dignity and respect, for example by being considerate, fair, polite and not making assumptions based on age, gender or background.
11. Develop own personal capability around FIR.
12. Network with other FIR Ambassadors and relevant people from within the business (e.g. equality representatives, staff network members) to provide mutual support groups.
13. Help others to become FIR Ambassadors where there is desire and will.

How to become a FIR Ambassador

1

- Attend a half day “Introduction to FIR workshop” *and/or* “Leading People, Inclusively” FIR workshop *and/or*
- Complete the e-Learning “Achieving Business Success through Fairness, Inclusion and Respect” or “FIR on site: why it matters & how to achieve it”

2

Obtain approval from your employer to become a FIR Ambassador; ideally you will be supported by someone in a leadership role who is in a position to change attitudes, challenge behaviours and influence company policy

3

Attend a “Becoming A FIR Ambassador” workshop

4

Sign a FIR Ambassador commitment

And you will be trained and signed up as a FIR Ambassador!

My Ambassador Commitment

In joining the FIR Ambassador's Network, I commit to:

1. Demonstrate commitment to FIR principles and inspire others at all times
2. Collaborate with other FIR Ambassadors, particularly those outside my business to help drive cultural change within the construction industry
3. Promote the business benefits of embracing FIR
4. Share knowledge and resources both within my organisation and with other FIR Ambassadors
5. Contribute to FIRry Friday messages when opportunities arise
6. Provide a quarterly update on my Ambassador progress to the FIR Programme team
7. Attend a minimum of 3 Ambassador coaching webinars a year
8. Complete the FIR annual survey
9. Promote the FIR Programme across the industry
10. My own business / personal commitment (optional):

Signed by FIR Ambassador _____ Date: _____

Print name: _____ Company: _____



What next for new FIR Ambassadors?

1

New FIR Ambassadors are:

- added to the mailing list for FIRry Friday emails
- invited to join the FIR Ambassadors Linked-In Group
- Provided with FIR materials and merchandise

2

All FIR Ambassadors are invited to attend

- FIR Coaching workshops & webinars
- Training to become a FIR Trainer

3

FIR Ambassadors are encouraged to:

- Let colleagues and clients know about the FIR Programme and encourage them to become FIR Ambassadors
- Maintain contact with the FIR Programme team and other FIR Ambassadors
- Use the FIR Toolkit and FIR materials

Business Benefits of Having a FIR Ambassador

Having a FIR Ambassador will help businesses:

- Demonstrate a commitment to FIR to staff, potential new recruits, clients and other stakeholders
- Improve workplace culture so the business is better able to attract, train and retain talent and skills
- Integrate intelligence and learning around FIR
- Develop the knowledge and capability of its people

Testimonials: Making An Impact

- ‘Being the FIR champion within Jackson Civils has been an interesting journey for me so far. We have put together a short video explaining what FIR is and what it means to us. In addition, we are currently providing more resources to upskill our staff. Personally, it has made me understand more about my own behaviour as I promote FIR and allowed me to take a step back to understand the wider effect of FIR on all of our staff.’
- FIR Ambassador, Jackson Civils
- ‘My role as a FIR Ambassador has provided me with an opportunity to lead positive change in this area. Through engaging with other FIR Ambassadors and sharing best practice across organisations, I have been able to use this knowledge to help review equality, diversity and inclusion aspirations and identify opportunities to collaborate with one of our key customers.’
- FIR Ambassador, Costain

Where can I find FIR resources?

- You can find the free FIR Toolkit, including e-learning modules, here - <https://www.supplychainschool.co.uk/uk/fir/construction/toolkit/fir-toolkit.aspx> and information about forthcoming FIR workshops here - <https://www.supplychainschool.co.uk/uk/fir/construction/events/training-workshops-copy.aspx>

Who should I contact if I or colleagues want to be FIR Ambassadors?

- For all queries on the FIR Programme please contact Veronica@supplychainschool.co.uk and feel free to share this pack with your colleagues

My employer would like to start a network of FIR Ambassadors. How do I do this?

- To discuss hosting an “Introduction to FIR” workshop and, after that, a “Becoming a FIR Ambassador” workshop (on the same day, or different days), please email Veronica@supplychainschool.co.uk

When I become a FIR Ambassador and have queries about how to progress FIR in my business, who do I contact?

- You can email Veronica@supplychainschool.co.uk but – better still – ask other FIR Ambassadors. You can do this during FIR Ambassador workshops and within the invitation-only Linked In Group.