



Empowering Women in RACHP/HVACR

The Transformative Role of Women's Groups

By: Colleen Keyworth

Colleen Keyworth



- Director of Sales and Marketing for Online-Access, an HVAC web marketing company located in Michigan.
- The ACHR News's 2019 'Top 40 under 40' in the HVAC Industry.
- Service Nation's "Women of the Year" award for 2020.
- Former President of Women in HVACR (WHVACR).
- Secretary & Board Member of the Southeast Michigan Air Conditioning Contractors Association (SEMIACCA).
- Current President of International Network of Women in Cooling (INWIC).
- Board Trustee EGIA Foundation
- Vice Chair on the Diversity, Equity, and Belonging Council for HARDI.



Vincent's Heating & Plumbing, Inc.
"Wherever You See a Vincent Van Go You know the Job Will Be a Work of Art"



Personal Experiences and Journeys



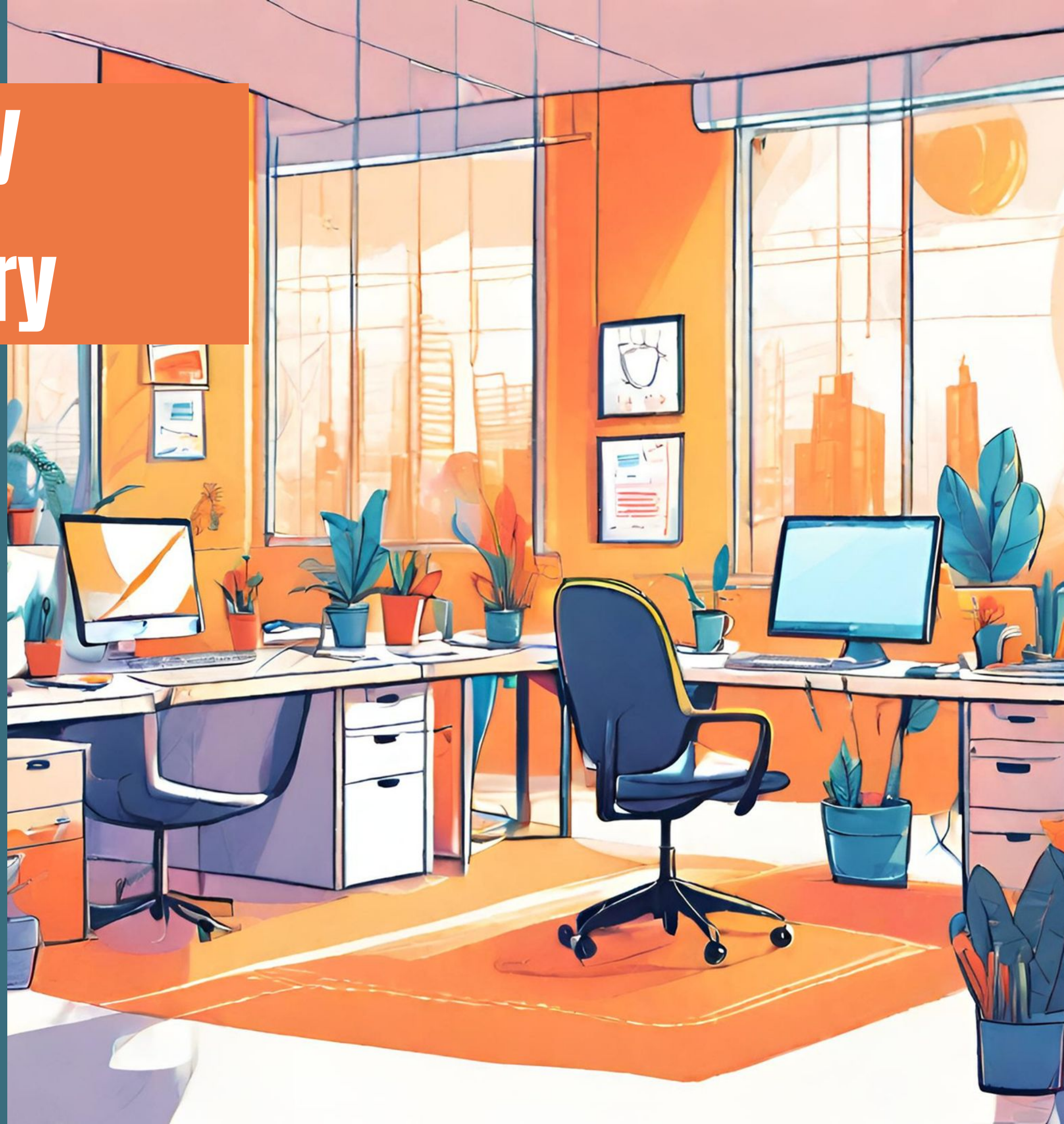
Why This is Important

Promoting gender diversity and supporting women's groups in RACHP/HVACR is crucial for fostering innovation, improving business outcomes, and creating a more inclusive and equitable industry. By breaking down barriers and providing opportunities for women, we not only enhance creativity and problem-solving but also ensure the industry benefits from a broader talent pool and diverse perspectives.



Challenges Faced By Women in the Industry

- Gender Biases and Stereotypes
- Career Progression Barriers
- Work-Life Balance Issues
- Culture and Religion
- Lack of Transparency
- Other Women



Statistics on Women in RACHP/HVACR per World Region



● Asia

34%

● Europe

33%

● Latin America and Caribbean

12%

● North America

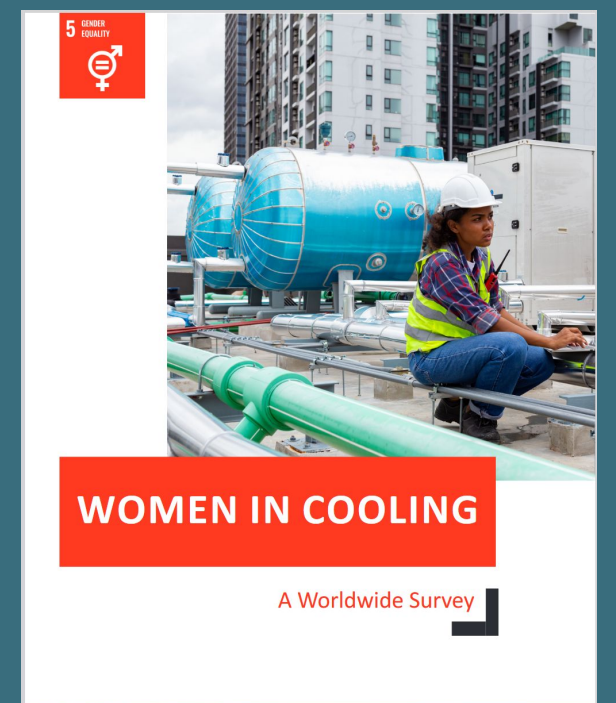
11%

● Africa and Middle East

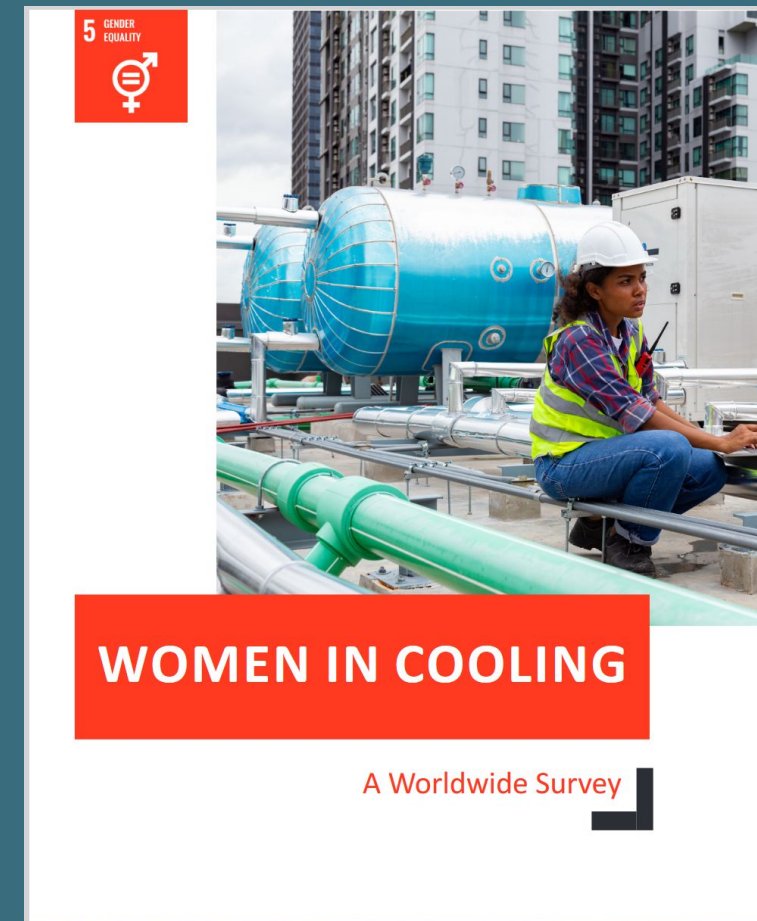
8%

● Oceania

4%



Worldwide Survey Background



**810 respondents
from 6 continents**

**33% work in
more than one
sub-sector of
RACHP**

**47% have been
working in RACHP
for 10 or more
years**

Key Takeaways

Top 3 challenges faced:

- 1. Difficulties in managing a healthy work-life balance**
- 2. Lack of career advancement opportunities**
- 3. Stereotypes or prejudice about women from clients or customers**

55% of women feel underpaid in comparison to their male colleagues

47% of women did not have a role model

Top 3 activities to inspire the next generation to join the RAGHP sector : training, workshops, and mentoring

North American Survey Background

**400 respondents
from 41 different
states / provinces**

**34.7% work in
more than one
sub-sector of
RACHP**

**34.2% have been
working in RACHP
for 15 years or
more**



Key Takeaways

Top 3 challenges faced:

1. **Difficulties in managing a healthy work-life balance**
2. **Stereotypes or prejudice about women from clients or customers**
3. **Lack of other female colleagues in my organisation**

53% of women feel underpaid in comparison to their male colleagues

50% of women did not have a role model

Top 3 activities to inspire the next generation to join the RACHP sector: mentoring, training, and recruitment

Latin American Survey Background

**159 respondents
from across Latin
America**

**40% of women
work in more than
one sub-sector of
the RACHP**

**50% of women
have been working
for 10 or more
years**



Key Takeaways

Top 3 challenges faced:

1. **Lack of career advancement opportunities**
2. **Lack of training opportunities to further develop my skills**
3. **Stereotypes or prejudice about women from clients or customers**

43% of women feel underpaid in comparison to their male colleagues

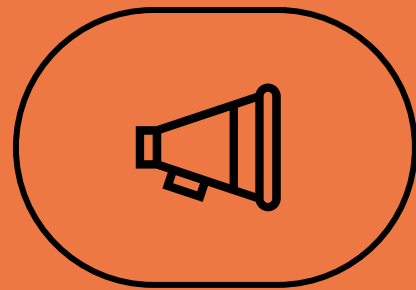
56.6% of women did not have a role model

Top 3 activities to inspire the next generation to join the RACHP sector: training, workshops, and job fairs

Introduction to Industry Women's Groups



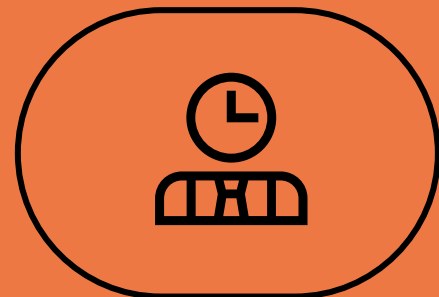
Objectives and Missions of Women's Groups



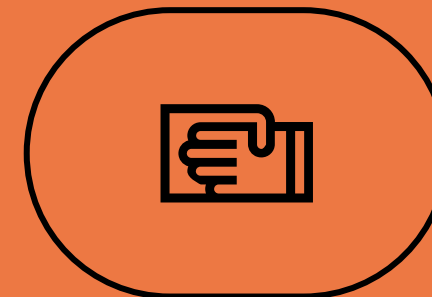
**Creating a Platform
for Issues**




**Providing
Mentorship**



**Providing
Opportunities for
Long Term Retention**



**Opening Up
Opportunities for
Change**

A collection of various tools including wrenches, pliers, screwdrivers, and knives, arranged around a central piece of paper with a quote. The tools are rendered in a stylized, metallic, and somewhat abstract manner. The background is a vibrant orange color. The central paper is a light beige color with a slightly textured appearance. The quote is written in a bold, dark blue font. The attribution is written in a bold, orange font.

**"Alone we can do so little;
together we can do so
much."**

– Helen Keller

Benefits of Women's Groups

	Mentorship and Support Networks
	Professional Development
	Recruitment and Retention Strategies
	Networking Opportunities
	Advocacy and Policy Influence

Mentorship and Support Networks

Formal and Informal Mentoring Programs

- Structure and Benefits of Formal Programs
- Examples of Informal Mentoring Success



Peer Support and Networking Events

- Types of Networking Events (Conferences, Meetups)
- Testimonials from Participants



Professional Development



Leadership Development Initiatives

- Programs aimed at cultivating female leaders
- Examples of successful leaders from these programs

Training and Educational Programs

- Skills training sessions
- Continuing education opportunities



Recruitment and Retention Strategies

Outreach Programs for Young Women and Girls



- School and community engagement
- Scholarships and internship opportunities



Creating Inclusive Workplace Cultures

- Diversity training for all employees
- Inclusive policies and practices

Policies and Practices That Support Women

- Maternity and paternity leave
- Flexible working hours

Community Building



Creating a Sense of Belonging and Support

- Inclusive Events and Gatherings
- Online Communities and Forums

Encouraging Collaboration and Idea-Sharing

- Collaborative Projects and Initiatives
- Workshops and Brainstorming Sessions



Industry Recognition and Influence

Gaining Influence within Industry Organizations

- Representation on Industry Boards and Committees
 - Active Participation in Policy Discussions



Shaping Industry Standards and Practices

- Development of Best Practices
- Influencing Regulatory Frameworks



Real Success Stories



Organizational Success Stories

Impact of Women's Groups on Their Careers

This has been a great experience because I'm getting to meet so many different women in different aspects of the business. I'm learning a little bit about each aspect and also different regions.

- Ashley Lynds

You get a lot of women who are all about uplifting each other in the industry. You make a lot of connections, its amazing to network, and get to know people so that you can continue to be awesome in your career and do great things in the industry as women.

- Jahaira Graciani

It's been so inspirational especially just coming into the industry and owning who I am and applying it to what I do in the HVACR industry.

- Lily Hatcher

I really encourage any new members to really reach out and build relationships with other women here because everyone I have found is just so willing to help others and inspire you and to help us motivate one another. So I really encourage you to reach out and just build those relationships and seek out other women in the industry.

- Haley Yancey

It's giving me a great opportunity to work alongside women and get to know them. They have been very kind to educate me as well because I am very new. It's nice to know that everybody is willing bring along the new people and help them be successful.

- Deb Thompson



Companies Benefiting from Women's Group Initiatives

The things that I have taken away from the conference are going to impact my day to day work environment. How I deal with people, other employees, and women in trade and talking about women in hvac and being an advocate.

- Jennifer Espinoza

Being just so enlightened by all of the different women, the encouragement, and to see all the time and effort putting this together for all of us to come together and have the opportunity to learn from each other.

- Jennifer Espinoza

You never know what information you're going to learn and take back home to share with your team members, your leaders, and your managers to help overflow into your community and to your company that you work with.

- Haley Yancey

One of the most beneficial things for me when I come to these conferences is the learning aspect. Learning the different regulations that are being pushed down in our industry as well as some of the obstacles that we are challenged with and how we overcome that.

- Wendy Daray

I have met so many amazing women in the industry. I am very new to the industry, 3 and a half months. Seeing women who have been in the industry for years, even women who are new like me, it's been so amazing to see their perspective from their side of the industry and learn from them.

- Lily Hatcher



Examples of Successful Diversity Programs

I think if you're wanting to expand your knowledge base and your network and get to know other parts of the industry, not just your role, it's definitely a place you want to be.

- Jahaira Graciana

I encourage if you're a student, especially a female, to apply for these scholarships. They have a really great program because it has been great.

- Nardia Pierre

It was definitely a great experience. I got to meet a lot of people and network with a lot of different companies. I am really glad I got to come.

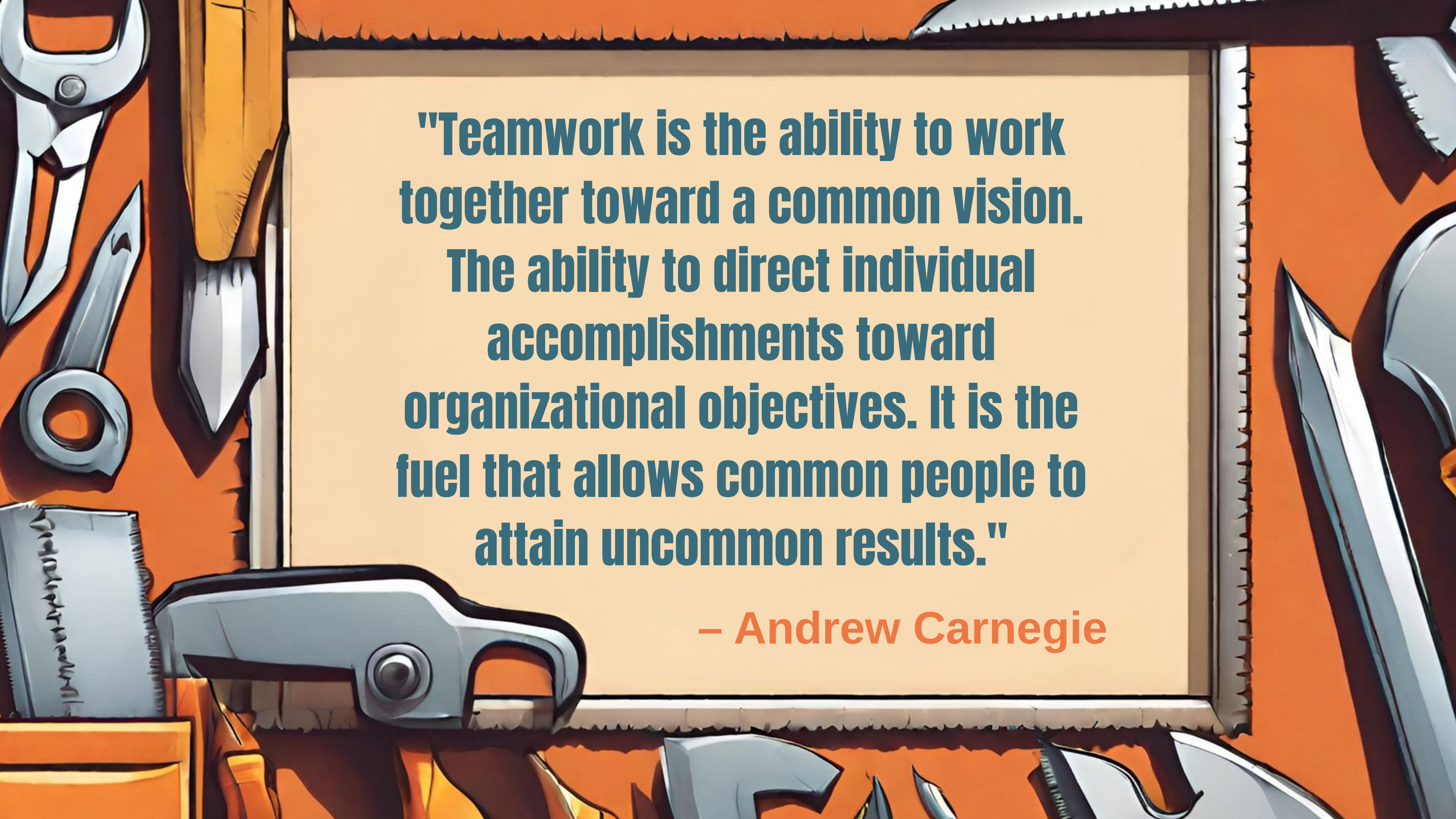
- Shade Williams

Everyone, especially females, should get the opportunity to come and share this experience. I know it may seem overwhelming but you get a lot of support from other women and you see those who started from just working in the office to being a tech. Even though there are not a lot of women in this field, you're encouraged a lot. Just from experiencing this conference for the first time, it has been great.

- Nardia Pierre

For me this is the best thing that has happened to me in the industry. Some of the challenges that we as women have in this industry is that it is a men's industry still to this day, but there's more of us in the industry and the Women in HVAC organization is helping to bridge that gap for us.

- Wendy Daray



"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

– Andrew Carnegie

Encouraging a More Inclusive Future





Action Steps for Individuals

How to Get Involved with Women's Groups

1

Research and Identify Relevant Groups

- Explore Various Organizations
- Seek Recommendations

2

Join as a Member

- Membership Application
- Leverage Member Benefits

3

Participate Actively

- Attend Events and Meetings
- Engage in Online Communities

4

Volunteer and Contribute

- Offer Your Skills and Time
- Mentorship and Advocacy

Ways to Support Female Colleagues



Mentorship and Sponsorship

- Offer to Mentor
- Be a Sponsor



Promote a Collaborative Work Environment

- Encourage Open Communication
- Highlight Contributions



Provide a Safe and Supportive Environment

- Address Harassment and Discrimination
- Foster Allyship



Create Opportunities for Professional Development

- Encourage Participation in Training
- Facilitate Networking Opportunities



Action Steps for Organizations

Implementing Diversity and Inclusion Initiatives

1

Assess and Understand the Current State

- **Conduct a Diversity Audit**
- **Gather Employee Feedback**

2

Develop a Comprehensive D&I Strategy

- **Set Clear Goals and Objectives**
- **Create an Action Plan**

3

Implement Inclusive Policies and Programs

- **Establish Inclusive Hiring Practices**
- **Promote Work-Life Balance**

4

Foster an Inclusive Culture

- **Provide Diversity Training**
- **Monitor and Evaluate Progress**

Partnering with Women's Groups



Sponsorship and Funding

- Provide Financial Support
- Sponsor Events



Collaborative Programs and Initiatives

- Joint Training Programs
- Mentorship Programs



Feedback and Continuous Improvement

- Regular Consultations
- Advisory Roles



Advocacy and Awareness Campaigns

- Joint Advocacy Efforts
- Awareness Programs

Benefits of INWIC

REGISTER TO BE A MEMBER



Questions?

Thank you!

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(810) 334-6711



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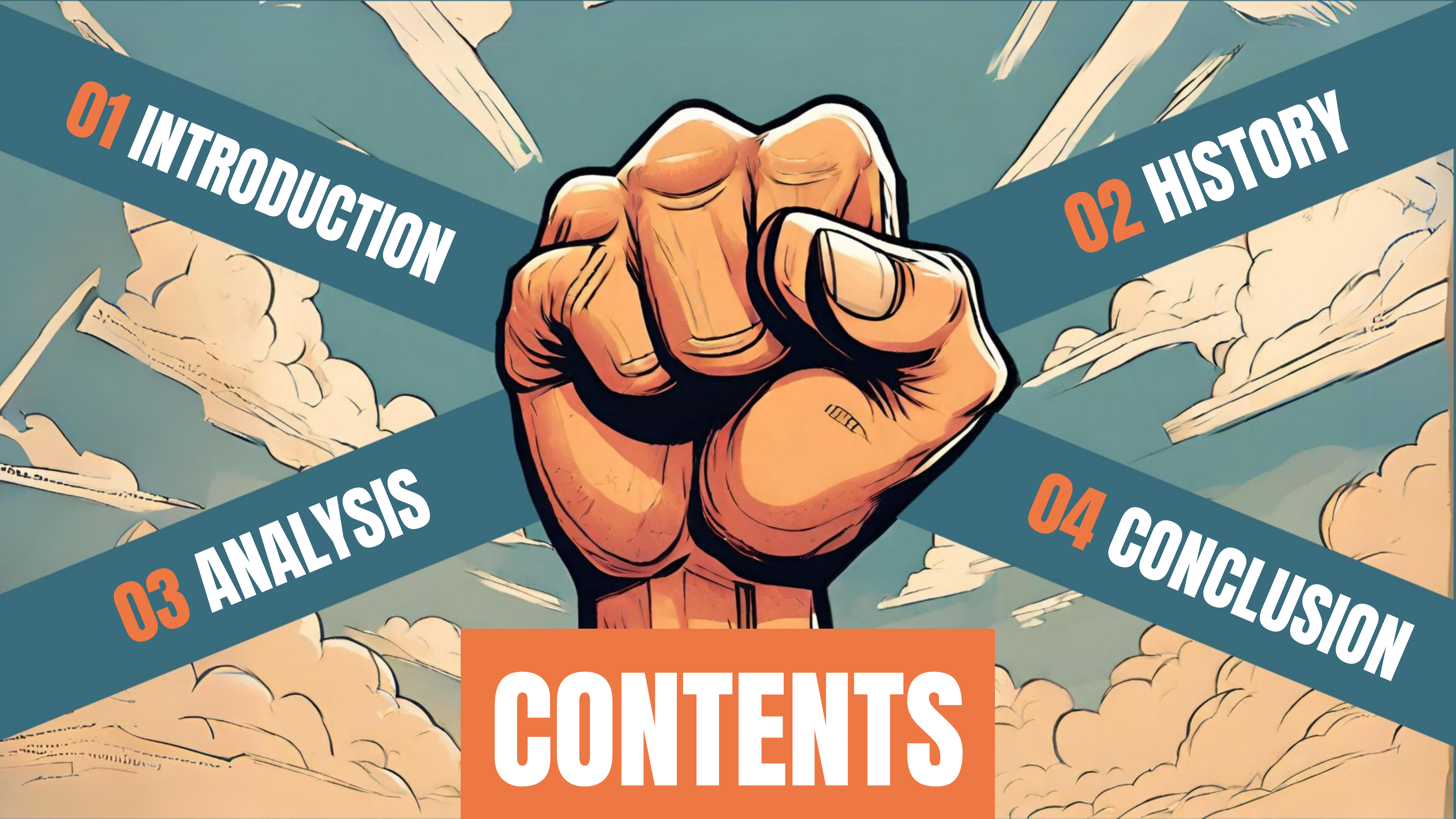
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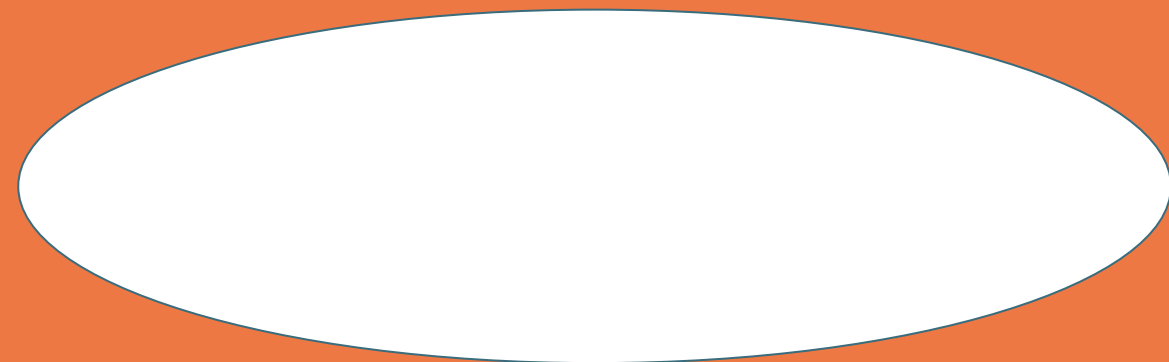
Statistics on Women in RACHP/HVACR

Workforce demographics





Statistics on Women in RACHP/HVACR



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123,456,789

Big numbers catch
your audience's
attention



123,456,789

Big numbers catch
your audience's
attention



THE CHART



Job 1

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Job 2

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Job 3

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Job 4

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Job 5

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Job 6

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Job 7

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Job 8

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Job 1

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Job 5

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Job 6

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Job 7

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Job 8

Add description here

An illustration of an office interior. In the foreground, a blue office chair is positioned on a wooden desk. To the left, a potted plant with green leaves sits on the desk. In the background, there are shelves with papers and a large window with a grid pattern, showing a view of a cityscape. The overall color palette is warm, with oranges, yellows, and blues.

PROBLEM

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CONCLUSION

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