

CONSTRUCTION ACADEMY

Company Culture in Construction Program

LENGTH: 5 HOURS

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LEARNING LEVEL: BEGINNER



PROCORE

About the Program

Discover how a strong company culture drives business success, improves site safety, and helps retain skilled labor. Whether you work in the field or the office, this certification program equips you with a practical framework and specific leadership skills to navigate complex, real-world construction challenges. Ultimately, you will learn how to approach your daily work with a mindset that prioritizes both your people and your project's performance.

Drive the Culture. Drive the Business.

The **Company Culture in Construction Program** is a practical learning path designed to empower anyone in the industry to intentionally build and champion culture.

The program demonstrates that company culture is far more than just "the soft stuff" or a breakroom poster; rather, it is the unwritten set of standards that serves as a core operational tool for your day-to-day work.

You will discover how investing in your people impacts project success by reducing the cost of errors, improving site safety, and retaining top talent even amidst rapid industry change.

You will learn skills to champion culture, ranging from how to successfully navigate complex team conflicts, communicate proactively across all roles, and make courageous decisions under pressure.

Ultimately, you will step into your job more aware of the culture and ready to champion your people, seeing the actionable results on how culture can impact your team, projects, and company.

What You'll Achieve

By the end of Company Culture in Construction, you won't just understand culture, you will confidently be able to:

- **Define** company culture and why it is important for construction.
- **Describe and summarize** the Culture Flywheel, a framework for driving culture and business results.
- **Discover** skills to champion and lead company and team culture.
- **Apply** skills and knowledge to real life construction scenarios.

Who this is for:

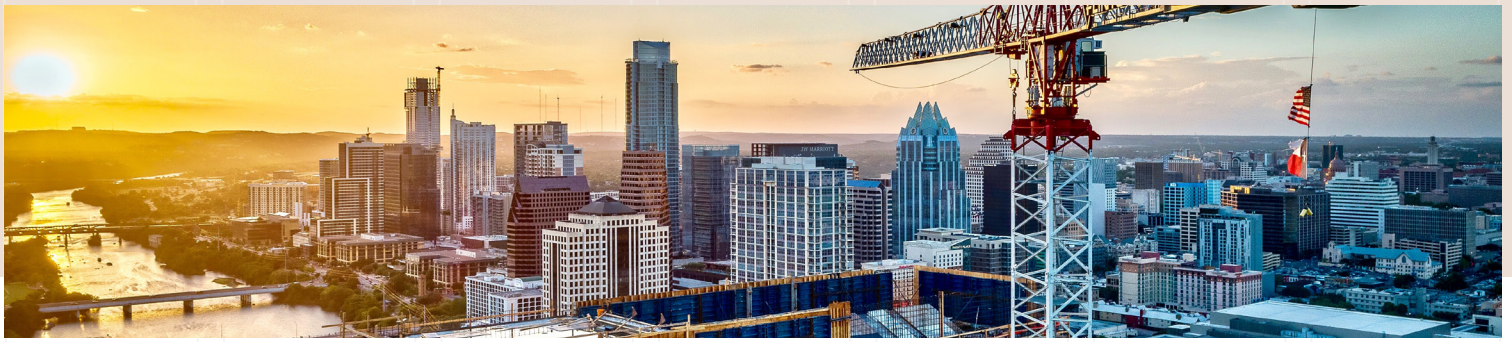
- Those **new to construction** who want an introduction to the unwritten rules of the job site and how to positively impact the team from day one.
- **Early construction career professionals** who want to build their leadership toolkit and learn how to take true ownership of their projects and relationships.
- **New or aspiring managers** who want to learn the critical leadership skills needed to build a healthy team culture.
- **Industry veterans** who want to mentor the next generation of leaders or champion a proven culture framework to empower their team.



Course Path

The program is structured into 5 progressive modules, ensuring a comprehensive and logical learning journey:

1. **What is Company Culture and Why Does it Matter?** Explore why culture is more than just a buzzword. Learn how a healthy culture directly improves safety, retention, and the bottom line, equipping your team to navigate rapid industry changes.
2. **The Culture Flywheel.** Discover the strategic engine for your business. Learn to build lasting momentum by understanding the four phases of the flywheel: Create Culture, Leaders Model Culture, Culture Empowers Teams, and ultimately, Culture Drives Business.
3. **What Skills Do I Need?** Dive into the three-part framework of Leading Self, Owning Relationships, and Team Performance to discover how to be the driver of your own behavior, prioritize long-term partnerships, and build a high-performing, reliable team.
4. **How Do I Apply This to Construction?** Leverage the framework and apply it to real-life scenarios in both the field and office.
5. **Program Conclusion and Exam.** Wrap up your journey with a final knowledge check, gain access to actionable resources, and reflect on the program's ultimate challenge: What do you want your impact to be?"



PROGRAM CERTIFICATION

Certificate Information

This program requires you to complete each course in sequential order. Upon successful completion of all courses and passing the final exam, you'll receive a Company Culture in Construction Certificate, available to your LinkedIn profile and professional resume. This culture program certificate certifies that you have achieved proficiency in your ability to develop and champion culture, apply the Culture Flywheel, and build your leadership skills. It demonstrates that you have the practical tools needed to empower high-performing teams and prioritize both people and performance, no matter your role.

Earn AIA Learning Units

This program qualifies for continuing education credits.

Course Title: Company Culture in Construction

Course Number: PC-01-07172026

Session Number: 1

Curriculum Group Name: AIA Providers

Credit: 5 AIA LU

Course Expiration Date: 07/27/2029



Procore's Continuing Education courses may qualify for continuing education credits with other professional organizations or fulfill state licensing requirements. If you are a member of a different organization, you can download your course completion certificate from your learning profile and report your completion yourself to the organization for potential credit. Please refer to the organization's continuing education requirements for course eligibility information.

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Your Questions, Answered.

Why was this program created?

This program was created to empower construction professionals to use company culture as a core foundational tool that impacts day-to-day operations, including timelines, safety, and overall project success. By applying practical frameworks like the Culture Flywheel, you will learn how investing in a healthy culture translates into measurable business results, such as reduced rework, retention of top talent, and efficient project delivery. Ultimately, this program was built to demonstrate that when you drive the culture, you drive the business.

Do I need to complete all the modules to take the exam?

Yes, you must complete all the instructional modules in the Company Culture in Construction program before you can access and take the comprehensive knowledge check. This ensures you've gained the foundational knowledge needed to succeed and earn your Certificate of Completion.

Can I complete the modules in any order?

No. To ensure a comprehensive and progressive learning experience, you must complete the modules in the sequential order of the program. You cannot proceed to the next module until you have successfully completed the previous ones.

Do I need to complete this program in one sitting?

Absolutely not! Each lesson is self-paced and flexible, allowing you to work through the material whenever it fits your schedule. As long as you have an active Wi-Fi or internet connection, your progress is automatically tracked and saved, so you can easily pause and resume your learning at any time.

What is the cost of the program?

The modules, exam, and certificate are free!

How long will I have access to the course materials?

You are always welcome to return to past courses to refresh your memory, refer back to frameworks like the Culture Flywheel, or read articles in the Procore Library before the exam.

What if I don't pass the final knowledge check? Can I retake it?

We encourage you to review the course materials thoroughly before each attempt, but you will have as many opportunities as you need to pass the knowledge check.