

# POWERful WOMEN

Hosted by the Energy Institute



Working for a **gender-balanced, diverse**  
and **inclusive** UK energy sector

# The 'why' of diversity and inclusion

Greater diversity and inclusion are essential for a successful, secure and equitable transition to net zero.

Evidence shows it's good for business performance, governance and consumer engagement. Different perspectives and experiences prevent "group think" and bring the innovation essential to meet the energy challenges and opportunities of the future.

## 21%

Companies are 21% more likely to achieve above average profitability if they are in the top quartile for diversity on their executive teams<sup>1</sup>

## 3.5%

Companies with at least one female director compared to an all-male board experience 3.5% excess annual returns<sup>3</sup>

## 19%

Companies with above average diversity on their management teams achieve 19% higher innovation revenue<sup>2</sup>

## 87%

Gender and geographically diverse teams make better business decisions approx. 87% of the time<sup>4</sup>



Developing an inclusive culture helps unlock talent in an organisation<sup>5</sup>. Teams focused on diversity and inclusion deliver highest levels of engagement leading to:

» **83%** uplift in ability to innovate

» **31%** uplift in responsiveness to customer needs<sup>6</sup>

Women's board representation is positively associated with CSR and social reputation<sup>7</sup>.

## What can **YOU** do?

### If you're an aspiring woman ...

- » Get a career **STRATEGY** – think hard about your leadership journey
- » Get **MENTORED** or ask someone to SPONSOR you
- » **UPSKILL** for the energy transition
- » **CALL OUT BIAS** when you see it and pull up a chair for a woman who you think should be at the table
- » Encourage your **COMPANY** to set ambitious targets aligned with POWERful Women's
- » Remind people of the **BUSINESS CASE** for better diversity and inclusion
- » **SHARE** your experience with others, eg through career case studies
- » **CREATE** a women's network or resource group in your organisation
- » Build relationships and **NETWORK**
- » Consider how you can **ENGAGE MALE ALLIES** and line managers

Sign up to our Manifesto for 2030 and Beyond and check out

# POWERful Women's mission

## – '40 by 30'



We want to see women in at least 40% of middle management and leadership roles in the UK energy sector by 2030.

The UK energy industry is currently lagging behind the FTSE 350 and other sectors on gender diversity at the top. As of early 2024<sup>8</sup>, women occupied just 29% of board roles and one fifth of UK energy companies had no women on the board at all. The picture is more promising when it comes to leadership and middle management roles, where data shows female representation at 34% and 32% respectively.



**29%**  
of all board members  
across the UK energy  
sector\* are women  
**2024**  
#PFWStateoftheNation

\*top 80 significant employers



20% of UK energy  
companies have **no**  
**women** on the board

**2024**  
#PFWStateoftheNation

## Our call to action

Progress on diversity has stalled and research shows that women in middle management continue to experience career barriers. We need to accelerate the pace of change to attract and retain the rich and diverse talent, skills and leadership the UK energy sector requires.

### If you're an energy company or leader ...

- » Set a **BOLD AMBITION** for 2030 that encourages your organisation to aim high on gender diversity
- » Create an **ACTIONABLE STRATEGY**, ensuring your approach to talent supports your business strategy
- » Employ **CRITICAL ENABLERS**, including athering, tracking and REPORTING good diversity data
- » **APPOINT women** to your board and leadership teams
- » **FOSTER** an inclusive workplace culture where people can call out bias and thrive
- » **CHECK** that your policies, eg on flexible working, are actually working for women
- » Be an **INCLUSIVE LEADER** and actively listen to feedback
- » **SPONSOR** high potential women and become a MENTOR
- » **SHARE** your best practice and learn from others
- » **GET INVOLVED** in PFW's work and let us support you in your DEI ambitions

a range of practical actions: [www.powerfulwomen.org.uk](http://www.powerfulwomen.org.uk)

# What we do

POWERful Women is a professional initiative based at the Energy Institute seeking to address the continued underrepresentation of women in the UK energy sector. We work collaboratively with government, the regulators, energy companies, DEI experts, advocates, allies and women working in the sector.

## To achieve our goals we:

**SUPPORT** – practical support for companies committed to improving their gender diversity and inclusion and for women to advance their careers.

**CHALLENGE** – reporting on progress, challenging organisations on their commitments and publishing research.

**CONNECT** – running events and providing platforms for women to network and for companies, regulators, government and experts to share good practice.

**SUPPORT**



**CHALLENGE**



**CONNECT**



Want to **join our network** and stay up to date on our events, campaigns and resources?

✉ Subscribe to our monthly newsletter by emailing **[info@powerfulwomen.org.uk](mailto:info@powerfulwomen.org.uk)**

🌐 Find out more about our work, latest statistics and resources by visiting our website **[www.powerfulwomen.org.uk](http://www.powerfulwomen.org.uk)**

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## REFERENCES:

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3 Credit Suisse – CS Gender 3000: The Reward for Change, 2016.

2 Boston Consulting Group – How Diverse Leadership Teams Boost Innovation, 2018

4 Erik Larson – New research: Diversity + Inclusion = Better Decision Making at Work, Forbes, 2017

5 Julie Coffman et al., 'The Business of Belonging', Bain & Company, 2023

6 Deloitte Australia – 'Waiter, is that inclusion in my soup? A new recipe to improve business performance', 2013

7 Byron, K and Post, C – cited in CIPD Diversity and Inclusion at Work: Facing up to the Business Case, 2018

8 POWERful Women in collaboration with Bain & Company – Annual State of the Nation 2024

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