



VISIBLE SENIOR FEMALE ROLE MODELS

Good Energy stands out for its senior leadership team, which provides excellent and visible female role models



WOMEN AT THE TOP

Good Energy believes in having a balanced and inclusive workplace, one which attracts diversity of talent and reflects the communities it serves and hires from. The company recognises there is always room to improve and its current focus is on better understanding its ethnicity. It makes training on diversity and on its inclusive culture a mandatory part of everyone's induction to the company and is making good progress against the key barriers to gender balance.

In particular, Good Energy stands out for its senior leadership team, which provides excellent and visible female role models to aspiring women and sets a positive example to other leaders in the sector.

Good Energy is led by a woman, its founder Juliet Davenport, who is also an Ambassador for the Board of POWERful Women and a strong champion of diversity in the energy sector. The company's pride in having 40% women at Board and Executive team levels is also evident.

The positive impact of these role models at the top helps the company to attract talented women across all functions in the business. For example, it is possibly one of the only energy firms to have an all-female SMART meter team. Practical steps Good Energy has taken to create this culture include ensuring it has gender-balanced shortlists for all recruitment and that the language in its job adverts makes roles equally attractive to men and women.



“We work hard to make sure we don't just talk the talk on inclusion. Women make up 52% of our people, and the business is bolstered by high female representation at the top of the tree.”

Fran Woodward,
Director of
People and Culture