



## FLEXIBLE WORKING

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## FAMILY FRIENDLY AT THE FOREFRONT

innogy has recognised that a basic cause of gender imbalance within organisations stems from the design of the job and the application process, with the number of men applying for roles often far outnumbering women, even when the roles are not STEM related.

It was realised that this was in part due to the way jobs were defined in the recruitment advertisements, appearing to be inflexible and not family friendly. To combat this, innogy has introduced standards to ensure that all external vacancies specify the benefits that may appeal to women including: agile and flexible working, carer community, childcare vouchers and additional annual leave purchase.

In advance of the advertising process, the resourcing engagement will include questions to the manager about the role itself to find out whether it has the potential to be flexible and offer agile working. The idea is to entice more women to apply for roles, rather than viewing the advertisement and feeling the structure of the position would make it unsuitable for someone that needs to work part-time, in a job-share, from home or have other options for flexibility.

Once applications have been received, innogy's revised selection processes state, for example, that executive shortlists must include at least one female. The company is also reviewing resourcing guidance to signpost best practice and identify unconscious bias within recruitment decision-making.



*"The new approach to recruitment has had a positive impact on the number of applications being submitted by women. This is an ongoing process and there is still work to do, including the need to gather enough data to measure the impact, but we are aware of the need to make both the roles and the way they are advertised far more attractive to women and remove any unconscious barriers to application."*

**Lisa Phillips,**  
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