



TACKLING UNCONSCIOUS BIAS

The business benefits of addressing unconscious bias: organisations improve their chances of recruiting the best candidate for the job



A FOCUS ON UNCONSCIOUS BIAS IN RECRUITMENT

Over the last year, ScottishPower has worked tirelessly to embed new approaches that consciously reduce gender bias across recruitment and selection, line management and frontline leadership.

The focus is on two core areas: training to upskill managers and tackling unconscious bias during recruitment.

In 2018, more than 140 senior managers throughout the business received unconscious bias training to increase their awareness of the issue and give them the tools to overcome it. From now on no manager in the business can recruit without completing this training and new line managers receive tailored training.

Both bespoke programmes use thought-provoking, interactive techniques to provide insight on how traditional thought processes can limit diversity and inclusion. There is also a focus on the business benefits of addressing unconscious bias - organisations improve their chances of recruiting the best candidate for the job. ScottishPower will continue to roll out the training this year, working hard to remove biases from all HR processes.

Alongside this innovative training programme, ScottishPower has implemented changes to how it advertises, shortlists and interviews candidates to reduce gender bias.

Following a pilot in 2018, ScottishPower has compiled guidance for managers on gender-balanced recruitment. Its 'Inclusive Recruitment Principles: SPR Commitment' covers training, advertising, "happy to talk flexible working" statements, and gender-balanced shortlists and interview panels.

An extensive review of job advertising practices, for example, led to the introduction of gender-neutral adverts. This involved using a gender decoder tool on adverts, then removing gender-specific terminology and ensuring messaging and imagery represents a wider range of people. The inclusive recruitment principles will be applied, for the first time, to the ScottishPower Renewables Offshore Recruitment Campaign, which aims to fill 64 roles in 2019.



"As a woman in engineering, I didn't think I had any unconscious bias, but the training has opened my eyes to how I think in different situations and given me the awareness to overcome it. I've also felt the benefits in situations other than just recruiting. By training both our recruiting managers and line managers, we are improving our workforce of the future and also supporting our existing diverse workforce to be the best they can be."

Nia Lowe, Strategic Workforce Renewal Manager

