

FLEXIBLE  
WORKING***USING TECHNOLOGY TO SUPPORT  
FLEXIBILITY AND INCREASE  
FEMALE TALENT DURING COVID-19*****Responding to the crisis**

At the outset of lockdown and with the expected closure of offices Good Energy worked with speed to move its 250 people to remote working. This was no small task, but the IT department worked around the clock to ensure everyone had access to the equipment and software they needed, including the business's 100 strong Customer Operations team.

Once it was announced that schools would be closing, Good Energy worked quickly to identify means of supporting its working parents and ensuring the closures wouldn't impact anyone's ability to progress and develop. A new support programme was introduced, with a suite of flexible working options. This included five days exceptional leave - which was in addition to annual leave and at full pay. The company also offered everyone the chance to buy holiday and borrow holiday from the following year.

Good Energy's technology offering combined with a flexible programme of support enabled its workforce to manage care duties around day-to-day work. This was well received and fully supported by their people, including working mothers as it allowed them to continue career progression. The company also introduced flexible working patterns, giving people the option of working outside of traditional office hours if primary caring responsibilities were during the day.

## Technology for visibility

The adoption of new digital technologies, such as Microsoft Teams, has been a positive outcome and allowed the senior leadership team to remain visible throughout a difficult time for employees. Before Covid-19, Good Energy conducted regular 'Team Briefs' in person and online, where the senior team provided business updates and fielded questions from employees. These sessions have been important during the pandemic. The number of briefs has increased and over 70% of the company participates.



Online team brief

In addition to virtual work meetings, each team was encouraged to have informal catch ups to check in on people and address any potential issues, such as balancing caring responsibilities. Good Energy's team of trained Mental Health First Aiders was also on hand to offer advice and support to colleagues.

## New leadership programme

Finally, the business recently launched a tailored leadership development programme designed to promote future leaders through coaching and support. So far the feedback has been very encouraging.

Laura Wildish, one of Good Energy's senior marketing leaders, shared her experience:



*"Good Energy has been incredibly supportive throughout the lockdown period. The ability to work more flexibly during this time and take exceptional leave removed a lot of the stress of working from home whilst home schooling my young children.*

*"Having access to the latest remote working technology has meant that online meetings have been more efficient and allows us to be more effective with our time. It's also given everyone more access to our Executive Team who hosted fortnightly all-company Teams calls.*

*"Staying connected while working flexibly has allowed me to continue to raise my profile within the business. As a result, I've been invited on the new leadership development programme, which will help me to continue to raise my profile within the business and the industry."*



Good Energy's response to the Covid-19 pandemic has been one of support and acceptance that people have competing priorities and expectations. This has resulted in the promotion of female talent and has put them at the forefront of what the company does, whilst providing welfare and support across all its people.

