

Cultivating female talent - the power of allyship



Supporting women in middle management to reach their career potential is a vital requisite to Subsea7 achieving 25% female representation in onshore senior leadership by 2030, a target introduced in 2022 under the Gender Balance pillar of the company's new global diversity and inclusion strategy.

To complement the flexible working arrangements available in the UK, the company's new D&I activities include:

1. a global onshore Women in Business development program;
2. enhanced approach to talent management; and
3. 7Ally training

7Ally training is essential for developing both male and female allies and champions. Their visible support, advocacy, trust and commitment to inclusion are vital for the professional growth of female leaders and the success of any business.

The gender balance challenge is tougher offshore, where 50% of Subsea7's people work. The company's ambition for 2023 is to set offshore gender targets. To support and inform these, several projects have already been completed, including the establishment of two offshore women's forums and the POWERful Women offshore working group.



25%

Target of 25% female representation in onshore senior leadership by 2030

Allyship in action for an inclusive culture

For many men and women, building the confidence to speak up or put yourself forward can be daunting for many different reasons. At Subsea7 the aim of the Inclusive Culture D&I pillar is “to allow diversity of thought to thrive”. Having an ally to help build confidence and networks, and champion equality and encourage advancement, is immeasurable.

Subsea7’s Finance Resource Centre Director, Sarah Duncan, knows the importance of having a diversity champion and career ally. During a Subsea7 business merger, her manager encouraged her to take on a challenging dual role, which gave her the opportunity to enhance her confidence and expand her knowledge across multiple teams. As her mentor and champion, he valued and believed in her, and focused on the strengths and perspective she could bring to any new role or promotion.

“Subsea 7 is very good at noticing talent. An individual might not realise their potential, but others see it and they look for ways to develop them and help them raise their professional profile. To take new challenges and succeed when you step into a new role, an ally – in this case my manager of (now) almost 15 years – can be a huge support and mentor. My manager gave me the reassurance that I could turn my hand to whatever I wanted to do. It can be easy to undersell your capabilities sometimes, but he encouraged me to promote the values I bring to a role and not be afraid to grab opportunities. He also trusted that I could bring lots of new knowledge to every role, and this increased my confidence to learn and develop.”



As part of Subsea7’s global D&I strategy, role models, allyship and mentoring are encouraged across the global business. In fact, many managers, including senior leadership, have credited the positive influence and encouragement they received during their progression for helping them to succeed in their roles.

Subsea7 Global Vessel Schedule Planning Manager, Diane Fraser, also recognises how impactful having strong allies, alongside a clear D&I strategy, can be. Diane has just celebrated 19 years at Subsea7. Being in predominately male teams throughout her career, and having great managers who were also mentors, helped her to have the confidence to speak up and have her voice be heard.

“A great ally reminds you that you don’t have to be the best at everything, because in a team we work together and tap into each other’s strengths. Having supportive superiors has helped me thrive during the toughest of challenges and gain recognition. It is easy to be self-critical and doubt yourself when you don’t have a degree, but none of my managers ever saw that as a barrier to my progress. I have worked incredibly hard to build my expertise in each role, and at every step, I’ve had an ally to nurture and champion me. From my experience, the power of allyship can’t be underestimated, if we are to reach our 2030 female representation goal.”

