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**What can we learn from
similar male dominated industries?**



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Which industries did we look at?

Oil and Gas, Rail, Petro-chemical, Conventional Energy, Renewable Energy, Technology, Construction and Mining.

Companies with Innovative Campaigns

- > British Petroleum (BP)
- > Siemens
- > BHP Billiton

Industry Organisations

- > Women in Mining (WiM)
- > Women in Construction (NAWIC)



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Attracting more women to choose a career in Nuclear

Educational
Material & Events

Role Models

Diversity
Campaigns

- > BP Educational Programme: Engaging with girls as young as 4 years old
BP / Oxford University: Springboard Initiative – role models for graduates
- > Siemens/Royal Academy of Engineering in the UK,: Girls into Engineering
20% increase in female applicants for internships
- > BP campaigns: - “What advice would you give your 21-year old self?”
and Celebrating International Women day



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Recruiting female professionals

HR Policy / Benefit Packages

- > Flexible hours
- > Parental/maternity leave
- > Childcare options

Line Management Buy-in

Commitment and buy-in from line mgt who make hiring decisions

Targets for Female Hires

- Target: BP 2020
=> 25% female group leaders in 2020
- => 30 % of Senior mgt by end of 2015
- => 1 more female on board level

Female Friendly Advertising

Job advert wording:
Eg. Dedicated_iso
Assertive

BHP features women across the banners and design on their website:





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Retaining female talent & supporting Career Progression

Employee Networks & Mentor Programmes

- > BP and BHP facilitate in-house networking groups for women
- > Include Men
- > WiM: Speed-mentoring dinners
- > NAWIC: CEO Shadow Pilot Programme

Work/Life Balance

- > Flexible hours*:
 - ↓ Absenteeism
 - ↓ Employee turnover
 - ↑ Higher productivity

Childcare Facilities

- > Siemens:
 - Bonus to employees returning from maternity leave
 - Offices in Germany with their own day-care

* Source: Whitepaper of the US government on economics of the workplace www.whitehouse.gov



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Summary & Recommendations

Attract more women to choose a career in Nuclear and effective **Recruitment** strategy

- > Targeted education, role models and diversity campaigns
- > Good policy line manager buy-in, effective advertising and targets

Support **retention** and **career progression** of women in the industry

- > Flexible working environment and focus on work/life balance
- > Structured mentoring and development programmes

Thank You



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Recruitment and Executive Search in Nuclear