

E-FWD WINE Leadership Programme

Introduction

The purpose of this document is to create a 12-month programme designed to provide a holistic and enriching experience, empowering women to excel in the energy sector through comprehensive education, skill development, and networking opportunities. E-FWD wants to build on the success of the WINE brand by supporting and celebrating the critical role women have in shaping the future of the energy sector.

Objectives

- Increase the number of Elevate membership sign ups
- Increase awareness of E-FWD, most specifically showing the value of the Elevate membership
- Promote the success and impact of women in the energy sector

DRAFT Narrative [to be reviewed by creative team]

Championing women, and their supporters, in new energy.

In the dynamic and rapidly evolving landscape of the energy sector, women are emerging as pivotal leaders and innovators. Yet, their journey is often accompanied by unique challenges and opportunities. The "Women in New Energy" programme is designed to bridge this gap, offering an empowering platform tailored specifically for women striving to make their mark in this critical industry.

Spanning a comprehensive 12-month period, the Women in New Energy programme is a curated experience, structured to foster growth, learning, and career advancement. This transformative journey is not just a programme; it's a commitment to your professional evolution and personal empowerment.

Key Messages

- Empowering women in Energy
- Championing women, and their supporters, in new energy.

WINE PROGRAMME KEY MODULES:

- 1. Leadership and tools for success**
- 2. Technical Skills and Innovation in Energy/ Transferring from O&G to new energy**
- 3. Personal Development and Well-being**
- 4. Communication and Public Speaking**

Module 1: Month 1-3 - Leadership and tools for success

Key themes:

- **Leadership and Overcoming Challenges**
 - Addressing imposter syndrome
 - Tools and tips for avoiding burnout and achieving work-life balance
 - Strategies for obtaining senior roles with flexible working hours
 - Talent attraction and retention strategies
- **Negotiation and Resilience Building Skills**
 - Negotiating and claiming your place in the industry
 - Building business resilience and confidence
- **Leading towards Net Zero:**
 - How to navigate Net Zero and understand how it will affect your career.

Tactics:

Leadership and tools for success		
Type	Topic	Notes
MONTH 1 - Leadership and Overcoming Challenges		
Masterclass	Beena Sharma discusses women in leadership and overcoming Challenges	- Networking after the masterclass - In-person & Virtual
Content	Blog from industry expert on challenges she has faced	Posted on landing page and emailed
Podcast/ YouTube Video	What the people want to know about leadership and answering common challenges	Send email to members/potential members to encourage them to send questions which will then be answered on a podcast or video
Profile Blog	Template of questions to send out to members about: - Profile - Challenges faced - Opportunities	- Send out to members to fill out and then share new profile blogs each month - Feedback from previous WINE was to hear more profile pieces
MONTH 2 - Negotiation and Resilience Building Skills		
Webinar	Woman CEO - Negotiating - claiming your space in the industry	- A panel of different leaders - Interactive session - Potential ideas - Sarah Moore CEO at Peterson - good speaker - Jennifer Richmond is now Chief Strategy Officer at Wood for the business resilience one
Content	White paper on talent attraction and retention strategies in the new energy industry	- Emailed and published to the landing page [TMM Recruitment could be approached - CEO is a woman https://www.tmmrecruitment.com/team/amanda-mcculloch]

Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces
MONTH 3 - Leading towards Net Zero		
Content	Case Studies of aspiring Net Zero Companies: Share stories of companies that are aspiring towards Net Zero.	• Shared on E-FWD gated page • Shared on WINE LinkedIn page - private or public?
Networking/speakers session	How to navigate Net Zero and understand how it will affect your career.	• Experts to answer questions on Net Zero. Options on how to navigate this: ○ someone who has done a job in renewables ○ someone leading the development of new solutions in a traditional O&G company ○ Recruiter in house or externally on skills they are looking for ○ Wind farm ○ Analysts? • In-person and online
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces

Module 2: Month 4-6 - Technical Skills and Innovation in Energy/ Transferring from O&G to new energy

Key themes:

- **Technical Learning Sessions:**
 - Presentations by experts on new technology and innovations in the energy sector
 - Focus on offshore wind and carbon capture technologies
- **Transitional Skills:**
 - How to transfer from oil & gas to new energy
 - Transferable skills for starting a career in new energy
 - Transforming or transitioning careers in an evolving sector
- **New Energy [Offshore Wind, CCUS, Hydrogen]**
 - Insights into key new energy sectors: Offshore Wind, CCUS (Carbon Capture, Utilisation, and Storage), and Hydrogen, etc...

Tactics:

Technical Skills and Innovation in Energy/ Transferring from O&G to new energy		
Type	Topic	Notes
MONTH 4 - Technical Learning Sessions		
Masterclass	Presentations by experts on new technology and innovations in the energy sector	Email reminder to participants
Podcast	Innovations in the energy sector and how to keep up to date	Emailed and published to the landing page
Q&A session	Offshore wind and carbon capture technologies	Landing page open to live Q&A session to ask the experts
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	● Send out to members to fill out and then share new profile blogs each month ● Feedback from previous WINE was to hear more profile pieces

MONTH 5 - Transitional Skills		
Webinar	How to transfer workforce skills from oil & gas to new energy	Interactive webinar on the landing page
Content	Blog - Transferable skills for starting a career in new energy	Emailed and hosted on the landing page
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces
MONTH 6 - New Energy [Offshore Wind, CCUS, Hydrogen]		
Podcast	Insights into key new energy sectors: Offshore Wind, CCUS (Carbon Capture, Utilisation, and Storage), and Hydrogen, etc...	Hosted on the landing page Could be individual podcasts
Networking	Module 2 wrap-up	Coffee morning
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces

Module 3: Month 7-9: Personal Development and Well-being

Key themes:

- **Work-Life Balance:**
 - Managing dual careers and aspirations
 - Various challenging times of a woman's career
- **Coaching and Mentoring:**
 - The role of coaching in career enhancement
 - Specific workshops for different career stages, including first promotion
- **Support Systems:**
 - Tools and tips for finding balance and avoiding burnout
 - Encouraging young people into the industry

Tactics:

Personal Development and Well-being		
Type	Topic	Notes
MONTH 7 - Work-Life balance		
Masterclass	How women have managed to work smarter and not harder ie obtaining senior roles whilst working hours are adjusted to caregiving responsibilities etc	• Networking after the masterclass • In-person & Virtual
Content	• Top Strategies for Achieving Work-Life Balance	• Posted onto landing page and emailed
Podcast/ YouTube Video	What the people want to know	• Send email to members/potential members to encourage them to send questions which will then be answered on a podcast or video • Select members to be apart of this topic
Profile Blog	Template of questions to send out to members about: 1. Profile	• Send out to members to fill out and then share new profile blogs each month

	2. Challenges faced 3. Opportunities	Feedback from previous WINE was to hear more profile pieces
MONTH 8 - Coaching & Mentoring		
Q&A Session	Live Q&A: Navigating Career Stages Participants submit questions about coaching, career challenges, and advancement. Real-time answers and advice from a professional coach,	Interactive session
Content	How Coaching Can Transform Your Career	- Benefits of career coaching and personal development. - Real-life success stories of women in the energy sector who have used coaching to advance. - Tips on finding the right coach for your career needs.
Profile Blog	Template of questions to send out to members about: - Profile - Challenges faced - Opportunities	- Send out to members to fill out and then share new profile blogs each month - Feedback from previous WINE was to hear more profile pieces
MONTH 9 - Support Systems		
Networking	Module wrap-up	- Mentors and participants to share tips for Tools and tips for finding balance and avoiding burnout - In-person and online - Could there be a uni event where female STEM students come and meet women in the industry?
Content	Inspiring the Next Generation: Why Young People Should Consider Careers in Energy	- Shared on E-FWD gated page - Shared on WINE LinkedIn page - private or public? - How Industry Professionals Can Inspire Youth

		• STEM/Science centre people? Invite groups?
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces

Module 4: Month 10-12: Communication Mastery and Future Insights

Key themes:

- **Public Speaking and Media Training**
 - Public speaking techniques and media training with SEPI
 - Crafting impactful stories and presentations
- **Networking Skills Development**
 - Networking strategies tailored for women
 - Building a diverse network of connections
- **Industry round-up - looking forward**
 - A look forward to what will be happening in the industry and how can you navigate it
 - Q&A sessions with industry experts

Tactics:

Communication Mastery and Future Insights		
Type	Topic	Notes
MONTH 10 - Public Speaking and Media Training		
Masterclass	Media Training with Sepi Golzari-Munro	• Networking after the masterclass • In-person & Virtual
Content	Case studies: Real life stories of communication examples in the energy industry.	• Posted onto landing page and emailed • examples/stories of how people have handled returning to work after babies/handling work while dealing with menopause?
Podcast/ YouTube Video	Effective Communication Strategies in Energy	• Send email to members/potential members to encourage them to send questions which will then be answered on a podcast or video

Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces
MONTH 11 - Networking Skills Development - International		
Q&A	Q&A sessions with industry experts on international connections	• Landing page open to live Q&A session to ask the experts
Podcast	Speaker sessions featuring diverse professionals at different career stages and how they make connections outside of your comfort zone	• Send email to members/potential members to encourage them to send questions which will then be answered on a podcast or video
Masterclass	Male allies event, to allow males to learn about challenges facing women and how they can be allies?	• Networking event • Masterclass?
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces
MONTH 12 - Industry round-up		
Webinar	Experts answer - what will be happening in the industry and how can you navigate it	
Networking	Panel discussion, Q&A and Networking	
Profile Blog	Template of questions to send out to members about: 1. Profile 2. Challenges faced 3. Opportunities	• Send out to members to fill out and then share new profile blogs each month • Feedback from previous WINE was to hear more profile pieces

NOTE: Gender pay gap - SOMETHING IN April - due to publish 4 April for private companies

Questions:

- Networking events? Does this tap too much into the accelerate offering?
- Is this UK or North-East focused?

Feedback from WINE last year:

Success stories

Transferring from O&G to new energy

Speaker line up - very white and focussed on upper management, diverse range of people at different career stages

Challenges facing women in the industry and how to overcome them

Opportunities for women in the industry

Technical learning sessions, expert in their fields giving presentations on new technology

Offshore wine, new technology

How women got into their positions

Breakfast sessions

Overcoming imposter syndrome

Growing your business

Networking skills for women

Less mentoring, more real life stories - more about new energy

Not a therapy event but a focus on practical skills

Networking?????

Talent side specifically what women can do to progress their career

Breakout sessions to focus on specific career development topics

How to encourage young people into the industry

Transferable skills - how do people not in the energy sector start a career in new energy

How women have managed to work smarter and not harder ie obtaining senior roles whilst working hours are adjusted to support family etc

Tools and tips to support women in the workplace ie. finding balance and avoiding burn out

The role of coaching and how it can enhance yourself and your career

Specific workshops focused on various challenging times of a woman's career, first promotion, communicating with partner on dual career and aspirations and returning after having a baby, menopause

More male allies attend

Personal career journeys and barriers faced

Transforming or transitioning careers in an evolving sector

Leadership

Personal value

Negotiating

Claiming your place

Gender pay gap

Talent attraction and retention - compare with other countries

Q&A sessions

Building Business resilience in woman from a young age so they have the tools and confidence to take this into the workplace

Carbon capture