

Fueling The Future: Women in Oil & Gas
St. John's, March 8-9, 2011

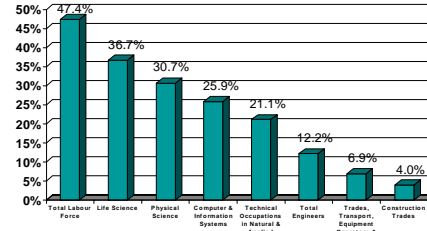


Developing Women's Leadership to Increase Recruitment and Retention in the Oil and Gas Sector

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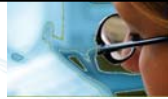
% Women in Canadian Work Force (Canadian Census 2006)



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Women in Leadership



Mining, oil and gas industries lowest at 6.7%



Source: Catalyst Canada 2010

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Why Women Leaders?



- Pipeline, attrition
- Individual benefit, career satisfaction
- Reduction in systemic barriers
- Role models for younger women
- Recruitment and retention of other women

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Who We Are



- Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre)
- Incorporated, revenue-generating, non-profit social enterprise



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- Catalyst for sustained employment and progress of women in SETT fields
- Develop and disseminate the resources and services useful to women, industry, educational institutions ...
- Collaboration and partnerships

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Women in SETT Leadership Program



- To increase / sustain the participation of diverse women as leaders and decision-makers in SETT occupations.
- Objectives:
 - (i) to strengthen leadership knowledge, skills and roles in women in SETT;
 - (ii) to contribute to creating SETT work environments that are respectful, inclusive.
- Comprehensive, 7 sequential modules

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Introductory Module



- **Becoming Leaders: An Introduction to Leadership Skills and Strategies**
- Based on *Becoming Leaders: A Practical Handbook for Women in Engineering, Science and Technology*; workshop series
- Adapted for delivery in oil and gas sector; supported by CWSE

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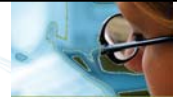


- 17 early to mid-career women (engineering, geosciences, trades) in Suncor Energy Inc.
- St. John's NL, April 27, 2010

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Objectives



- Awareness of factors that affect women's career success
- Gain confidence in making career and leadership development choices
- Share and acquire useful tips and strategies
- Outline a preliminary action plan
- Network with other women with a variety of experiences

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Content



- Information - why women and leadership; gender influences
- Organization's leadership competencies
- Self-assessment
- Interactive exercises
- Elements of action plan
- Guest speaker - Hege Rognø, VP Statoil Canada; Kim Keating, Suncor Energy
- Tips/Strategies; Group discussions; suggestions

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Key Messages



- Leadership competencies – learn and practice
- Lead from wherever you are
- Take responsibility; be proactive
- Solutions at hand; you're not alone

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Outcomes



- How did we Engage and Evaluate?
 - Pre-session Engagement Survey
 - Personal feedback at event
 - Post-session Evaluation & Working Group De-brief
- Want a “post-post” evaluation!
- Longer term outcomes will be more evident after more modules

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Evaluation Results

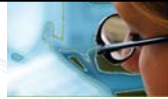


- Sharing and learning leadership strategies and tips was highest rated outcome
- Networking was a close second
- Guest speakers had a huge personal impact
- Some frustration about content depth = hunger for more women’s leadership development work!
- All talked about the ability to lead from wherever you are

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What did WinSETT Learn?



- The format was effective:
 - presenting the evidence behind gender differences in leadership
 - sharing experiences of women leaders in the same field
 - drawing out participants’ experiences
- The key messages resonated with participants

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What did WinSETT Learn? (cont’d)



- Mixed reaction when discussing factors affecting women’s career success - not everyone sees a difference with men’s experience
- Careful not to raise expectations too high – it is an introductory workshop
- The response to the first module reinforced the need/demand for more!

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Next steps



- Customized introductory workshop module for new deliveries (consulting engineering firms; oil and gas organizations)
- Pilots of next workshop modules in Leadership Program

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Leadership Program Support



NSERC/Petro-Canada
Chair for Women in
Science & Engineering,
Atlantic Region



Status of Women
Canada

Condition féminine
Canada



Chair for Women in Science and Engineering
BC and Yukon Region



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