

- in energy -



FUTURE ENERGY WORKFORCE: THE ROLE OF CORPORATE BOARDS IN DIVERSITY AND PERFORMANCE

SOCIA MEDIA TOOLKIT

BACKGROUND

Corporate boards provide a governance structure for decisions regarding the future direction and objectives of the corporation on behalf of shareholders. The Women in Energy program at Columbia University's Center on Global Energy Policy recently convened a workshop to discuss the role of the board of directors and how a diverse composition affects board deliberations and effectiveness. We hope you'll share the report and findings with your networks using our social media toolkit.

TABLE OF CONTENTS

INFOGRAPHIC

SAMPLE GRAPHICS

SOCIAL MEDIA BANNER

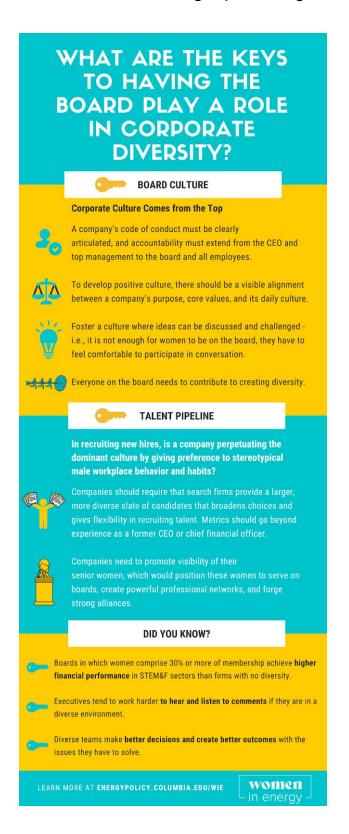
ACCOUNTS TO WATCH + AMPLIFY

SAMPLE MESSAGES + SUGGESTED GRAPHICS

SHAREABLE CONTENT

INFOGRAPHIC

To download this image, please right-click and save, or <u>click here</u>.



SAMPLE GRAPHICS

To download these images, please right-click and save, or <u>click here</u>.



FUTURE ENERGY WORKFORCE: THE ROLE OF CORPORATE BOARDS IN DIVERSITY AND PERFORMANCE



DIVERSE TEAMS MAKE BETTER DECISIONS AND CREATE BETTER OUTCOMES WITH THE ISSUES THEY HAVE TO SOLVE.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance



SMALL GROUP EXPERIMENTS SHOW EXECUTIVES TEND TO WORK HARDER TO HEAR AND LISTEN TO COMMENTS IN DIVERSE ENVIRONMENTS.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance



DIVERSITY ALLOWS FOR EACH PARTICIPANT TO THINK MORE INCLUSIVELY ABOUT EACH TEAM MEMBER'S INPUT. IN A HOMOGENOUS GROUP, THERE IS MORE PERSONAL CONCERN ABOUT NOT ROCKING THE BOAT.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance



BOARDS SET AN EXAMPLE FOR THE COMPANY, AND AS PART OF THEIR MONITORING RESPONSIBILITY, SHOULD BE ATTUNED TO MAKING SURE THAT WHAT THE COMPANY SAYS ON DIVERSITY ALIGNS WITH WHAT EMPLOYEES ARE OBSERVING AND EXPERIENCING.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance



THE CURRENT STATUS OF DIVERSITY ON CORPORATE BOARDS IN THE ENERGY SECTOR LAGS BROADER INDUSTRY IN THE UNITED STATES ON DIVERSE WORKFORCE AND LEADERSHIP.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance

women - in energy -

COMPANIES' ABILITY TO PIVOT
SUCCESSFULLY WILL BE HIGHLY DEPENDENT
ON THE ABILITY TO ATTRACT THE RIGHT
WORKFORCE, RETRAIN EXISTING
WORKFORCE, AND EMBRACE CHANGE.

Future Energy Workforce: The Role of Corporate Boards in Diversity and Performance



SOCIAL MEDIA BANNER

To download this image, please right-click and save, or <u>click here</u>.



ACCOUNTS TO WATCH + AMPLIFY

@ColumbiaUEnergy
#WIE
#WomenInEnergy
#CorporateBoardDiversity
#DiversityMatters

SAMPLE MESSAGES + SUGGESTED GRAPHICS

SAMPLE POST	SUGGESTED GRAPHIC
There are many reasons to improve corporate board diversity, but are companies considering the financial cost of the status quo? Boards in which women comprise 30% or more achieve higher financial performance in STEM&F sectors. #WIE http://bit.ly/WIEBoardDiversity	Infographic
What are the keys to having the board play a role in corporate diversity? Read the new report from the @ColumbiaUEnergy	Infographic

#WomoninEnergy program #DiversityMetters #WIF	
#WomenInEnergy program. #DiversityMatters #WIE http://bit.ly/WIEBoardDiversity	
The two biggest factors that will improve corporate board diversity are board culture and talent pipeline, finds a new report from @ColumbiaUEnergy #WomenInEnergy program. Read it: http://bit.ly/WIEBoardDiversity	Infographic
As #ESG practices become more important to investors, the E is getting a lot of attention. A new @ColumbiaUEnergy #WomenInEnergy report makes the case for the G. #WIE http://bit.ly/WIEBoardDiversity	Infographic
Corporate culture comes from the top. Everyone on the board must contribute to creating diversity. It cannot and should not be expected that the new diverse person on the board will make diversity improvement alone. #WIE http://bit.ly/WIEBoardDiversity	Infographic
What benefits does diversity offer corporate boards? A new report from the @ColumbiaUEnergy #WomenInEnergy program counts the ways, and explains how corporate boards can tackle their diversity shortcomings. #WIE http://bit.ly/WIEBoardDiversity	Graphics 1-3 Diverse Teams, Diverse Environment, More Inclusion
Corporate boards have the power & responsibility to set the expectations for the whole corporation and this includes diversity. Read the new @ColumbiaUEnergy #WomenInEnergy report for recommendations for increasing #CorporateBoardDiversity. #WIE http://bit.ly/WIEBoardDiversity	Graphic 4 Set an Example
One finding from a new @ColumbiaUEnergy #WomenInEnergy report: companies can't expect transformational change to come from executive search firms they must take on the initiative themselves. #WIE http://bit.ly/WIEBoardDiversity	Graphic 5 Transformational Change
The business community has reached a critical moment where industry will have to make a switch, pivoting toward digitization & automation requiring a diverse and inclusive workforce. Those who are willing and able to change will survive. #WIE http://bit.ly/WIEBoardDiversity	Graphic 7 Embrace Change
One finding from a new @ColumbiaUEnergy #WomenInEnergy report: To develop the kind of positive culture needed to foster diversity, there needs to be a visible alignment between a	Graphic 7 Embrace Change

company's purpose, core values and its daily culture. #WIE http://bit.ly/WIEBoardDiversity	
ENERGY SECTOR SPECIFIC	
How does the energy sector fare in terms of corporate board diversity? According to a new report from the @ColumbiaUEnergy #WomenInEnergy program, not great. Learn more about critical concerns in the energy sector: #WIE http://bit.ly/WIEBoardDiversity	Graphic 6 Energy Sector
Many of the oil and gas supermajors have now set clear goals to decarbonize their products. This will require added diversity of thought into the workforce, into management teams, and ultimately into the boards of the energy Companies. #WIE http://bit.ly/WIEBoardDiversity	Graphic 6 Energy Sector