

# EDII



Energy Diversity & Inclusion Index™

Creating a new future for the energy  
industry through culture



@gapingvoid



EXPERIENCE  
ENERGY™

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Culture Design Group

# OVERVIEW



**The Experience Energy Energy Diversity and Inclusion Index (EDII) was created with support from SurveyMonkey and research from Stanford University and launched in August 2018.**

The approach looks at a set of measures to best assess an employee's sense of inclusion, beliefs and mindsets around the workplace. Over 450 responses were collected from the oil and gas, renewables, and services industries by Pink Petro and Experience Energy, its network of 20,000, and its 60-member companies globally.

No matter how much you focus on hiring a diverse workforce, you're not actually moving the needle if your employees don't feel a sense of belonging. For diversity and inclusion efforts to succeed, it's important to look beyond

demographics, using data to uncover what makes a culture truly inclusive. The data you gather can be a guide for creating an environment of inclusiveness in the workplace where all employees can thrive.

If you believe that diversity and inclusion is a product of culture, then survey results are quantitative representations of beliefs and mindsets, not tactics or answers. Accordingly, reports and studies are reflective of the state of mind of the industry. This suggests we need to examine the root causes that drives the data.

# UNDERSTAND WHAT DRIVES INCLUSION



For the purposes of this survey, Experience Energy leveraged an approach from Survey Monkey that focuses on three key components of inclusion, each based on research by Stanford University experts Carol Dweck, Greg Walton, and Geoffrey Cohen.



**Growth Mindset:** Does your company have a “Culture of Genius” that suggests talent, abilities, and intelligence are fixed traits? This can hinder feelings of belonging and growth, especially for people from underrepresented groups.



**Belonging:** Feeling that you don’t belong can be incredibly taxing and is often related to social identity. How do different groups experience belonging at your company?

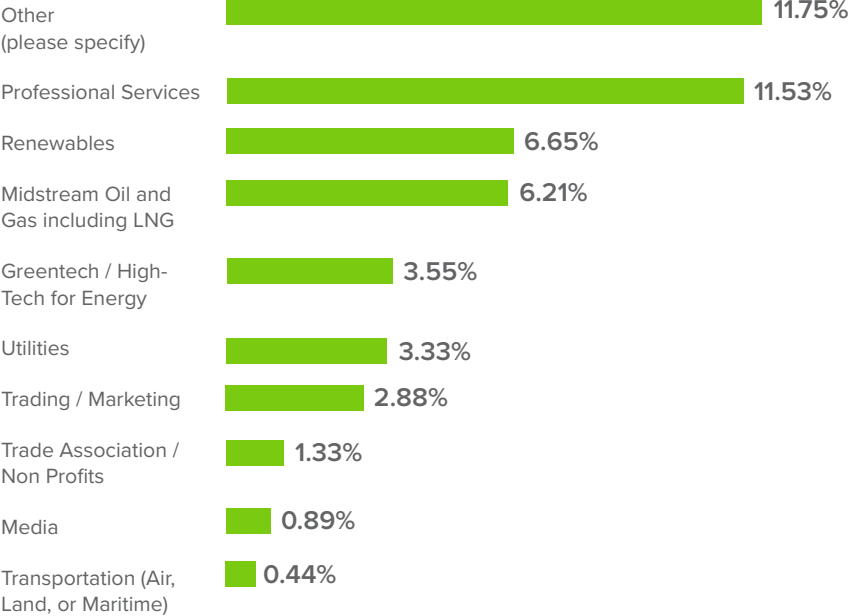
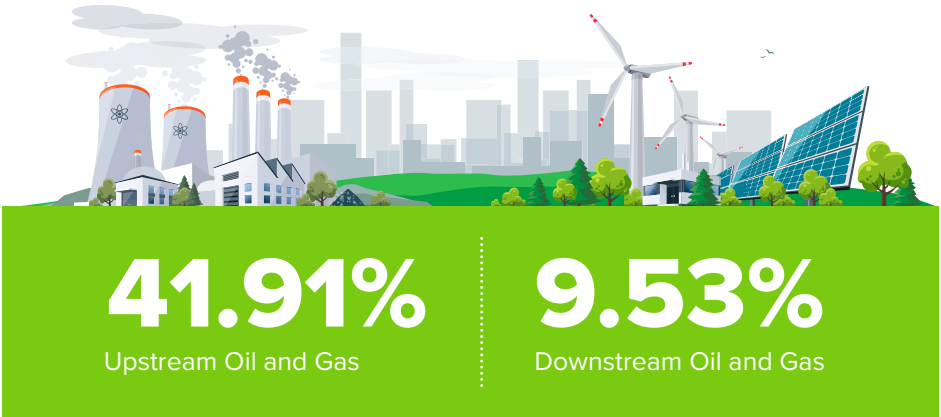


**Objectivity:** Is there a perception in your organization that advancement isn’t based on fair and transparent criteria?

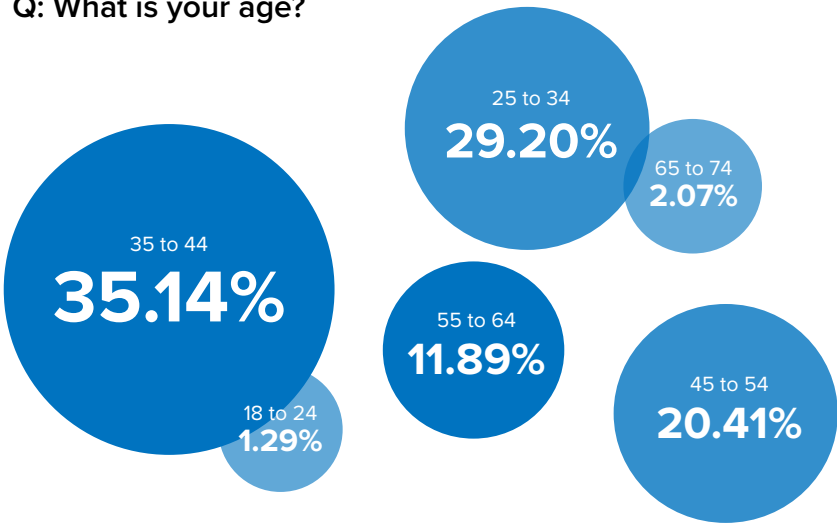
# EXAMINING THE DATA

## DEMOGRAPHICS: WHO ANSWERED

Q: What part of industry are you in?



## Q: What is your age?



## Q: What is your gender identity?

Woman  
**81.14%**

Man  
**17.05%**

Genderqueer or non-binary  
**0.52%**

None of the above,  
please specify  
**1.29%**

## Q: What is your sexual orientation?

Heterosexual or straight **89.35%**

Gay **2.34%**

Asexual **2.08%**

Lesbian **1.82%**

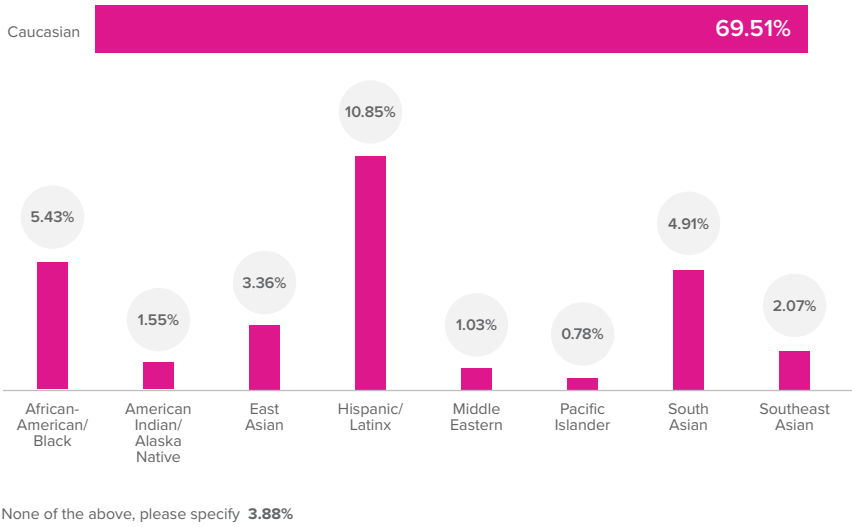
None of the above, please specify **1.82%**

Bisexual **1.04%**

Pansexual **1.04%**

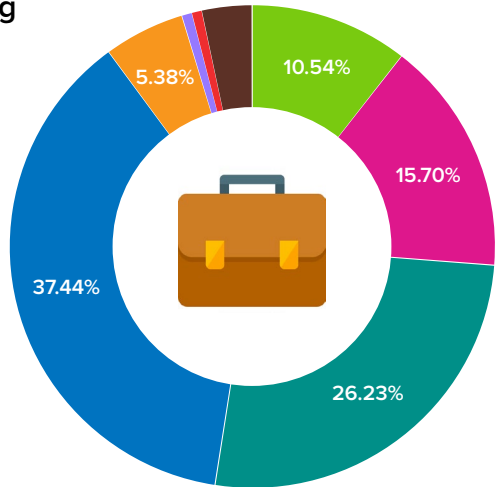
Queer **0.52%**

## Q: What is your racial or ethnic identity?



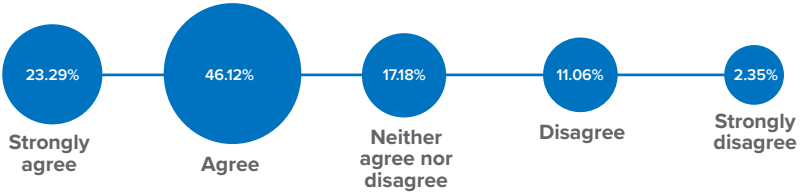
## Q: Which of the following best describes your current job level?

- Owner/Executive/C-Level
- Senior Management
- Middle Management
- Intermediate
- Entry Level
- Academia
- Intern
- Other (please specify)

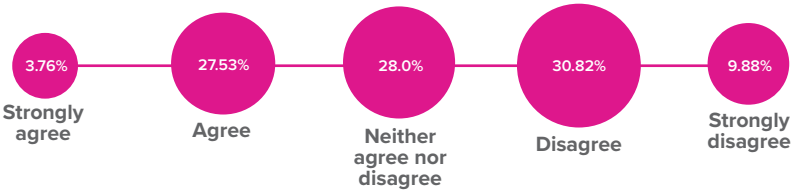


## BELIEFS: ON BELONGING & FAIRNESS

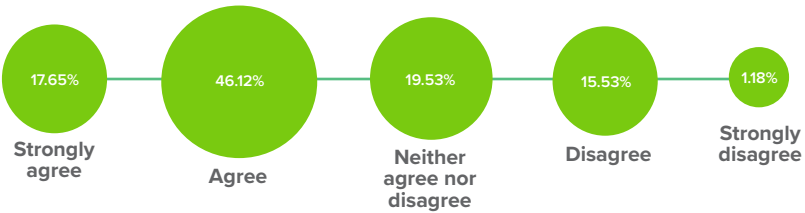
I feel like I belong at my company.



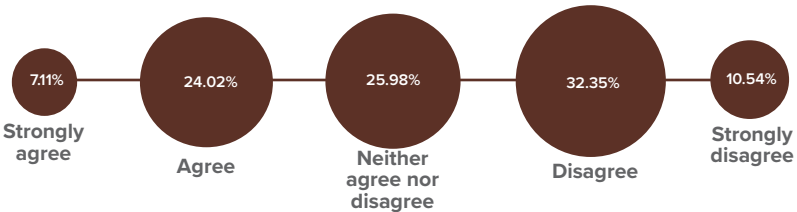
I feel that I might not belong at my company when something negative happens to me at work.



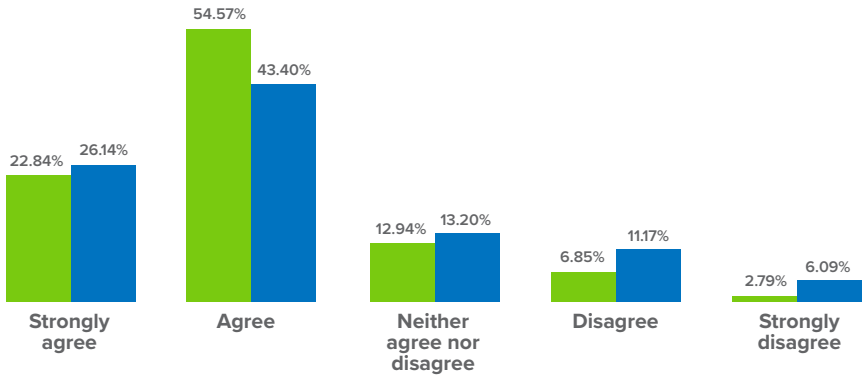
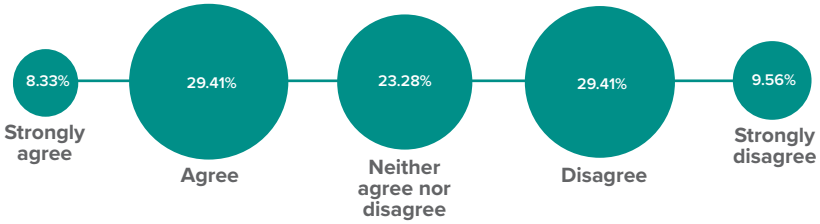
When I speak up at work, my opinion is valued.



Promotion decisions are fair at my company.



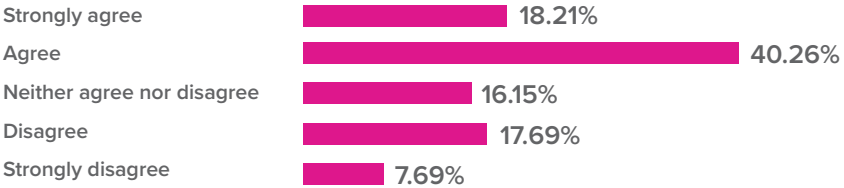
Administrative tasks that don't have a specific owner (e.g., taking notes in meetings, scheduling events, cleaning up shared space) and are divided fairly at my company.





## BELIEFS: ON DIVERSITY & INCLUSION

My company hires people from diverse backgrounds.



How much of a priority is diversity to...

you?

**81.03%**

A top priority, but not the most important

**11.03%**

The most important priority

**7.18%**

Not very important

**0.77%**

Not important at all

your direct manager?

**54.62%**

A top priority, but not the most important

**2.82%**

The most important priority

**33.85%**

Not very important

**8.72%**

Not important at all

senior leaders at your company?

**49.23%**

A top priority, but not the most important

**4.87%**

The most important priority

**37.18%**

Not very important

**8.72%**

Not important at all

# USING THE DATA TO DRIVE CHANGE

We all take comfort in data for good reason. It guides us and helps us make sense of the world. The only problem with data is that we assume that if we have data, then we will know how to have impact and make change happen.

This is simply one of our cognitive biases, as human centered change is about shifting emotions, beliefs and mindsets that will impact the data. The data we see are a quantitative representation of beliefs and mindsets.

It is indirect, and it is not linear.

We think of human assessments the same way we think of other data. If I am driving 80 MPH and want to slow down, I apply the brake. Easy. If my employee engagement scores are low, there is no brake to push or lever to pull. I must figure out what the root cause is of this problem and deal with that.

Affecting change in diversity and inclusion is the same kind of challenge. We need to determine what are the beliefs and mindsets that need to shift in order to get the numbers to move. It's not about hiring quotas for example, that just deals with a symptom. The question is examining why we

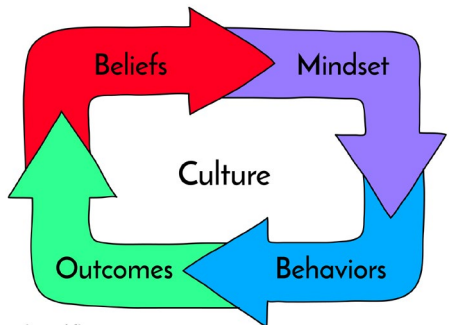
are not inclusive as a business. What are we not valuing and what belief do we need to change?

From where we sit, D&I is one of the many outcomes of culture. An open culture that encourages a clear identity and sense of belonging will engender more diversity.

Do we believe that women are less capable? Do we believe that people of color aren't as talented? These are the issues we need to address. If we determine the true biases, then we can begin to change the way people are treated.

Fundamentally, if we want to shift our approaches to equality, we need to articulate the beliefs that we want people to embrace.

## A Framework: Culture Design Basics



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# ABOUT US



**Together, Experience Energy™ & Gapingvoid Culture Design Group are creating the new future for energy.**



**EXPERIENCE  
ENERGY™**

Experience Energy is the leading resource for diverse talent, careers, and culture in industry. Made with love by Pink Petro™, Experience Energy is obsessed with building inclusive workforces and helping candidates connect to meaningful careers. Both brands have a unique digital reach globally in oil and natural gas, power and utilities, LNG, renewables, and nuclear. We're changing the narrative around energy by helping industry, the public and others experience it in unique and inspiring ways.

**gapingvoid**  
Culture Design Group

Gapingvoid started because we realized that work is broken and that while there are many tools that measure how broken it is, solutions are very hard to find. We learned early that what organizations are lacking is an emotional connection to work, being inspired to do awesome work. Our outputs look informal and are creative but align directly to the data and insights that we collect. Our tools integrate into communications, onboarding, training and spark new conversations and connections.



*Katarina Mehnert*

CEO



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CEO

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