

Case Study Tips

At OGUK we believe that embracing diversity and inclusion is vital to securing the future success of the oil, gas and energy sector. By ensuring we create the best place to work, we will attract the right people and retain a diversity of talent, skills, experience and thought. It is essential that our sector can offer an inclusive, welcoming and equal opportunities working environment for people from all backgrounds and characters.

In order to champion diversity and inclusion across our industry and build knowledge through best practise and shared learnings, we believe it is important to highlight the great work already being done.

We would, therefore, be very grateful if you could share your diversity and inclusion experiences in the form of a case study and have compiled some tips to help you write one which is **clear, concise and engaging**.

1. The case studies will be read by a broad audience. Please avoid the use of jargon, acronyms or technical language, and give real life examples of the difference your diversity and inclusion activity/initiative has made.
2. Write in paragraphs rather than bullet points. It means we can re-use the case studies for press releases and blogs.
3. Indicate the timeline of your initiative where possible – this can be detailed or approximate.
4. Within the impact section, please detail the tangible difference the activity/initiative has made within your company/organisation – whether that be to a specific task or to the general culture. This can be real for an established initiative or anticipated, if it is a relatively new one. Please also consider both qualitative and quantitative impacts if this is possible.
5. Detailing challenges you faced and how you overcame them is incredibly useful for shared learnings. Please include these where you can.
6. Explain any next steps, to illustrate your intentions to progress an established or new initiative in the future. This is important for development.
7. Include your name and job title so that people can reach out to you to find out more.
8. If an industry guideline or external diversity and inclusion resource has helped with development of your initiative, then reference it within the case study. This will help signpost proven sources of good practice for others.
9. Feel free to include any supporting documentation/film with your case study that you think may help tell its story.