

General Paints Group

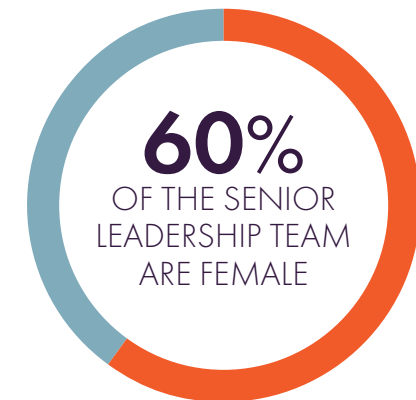
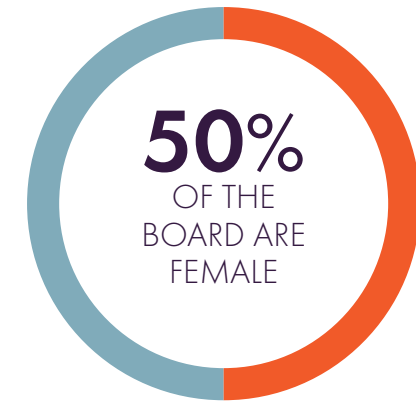
General Paints Group (GPG) was founded in 1953 and is as the parent company behind Colourtrend and Curator Paints. Whilst globally, the paint manufacturing industry tends to be male dominated, our shareholders have long fostered a culture of equality. Their commitment to gender equality is continued by our current management and leadership teams, who demonstrate an awareness and desire for strong female talent at all levels of the business.

Some of the ways we have attracted and nurtured female talent is through:

Creating a values driven culture, centred around respect. We have created a supportive and inclusive work environment with transparency and accessibility, conveying open communication where everyone regardless of gender, position, or ability, has an equal share of voice. Our Annual Employee Awards and Bonus are both linked to our values.

We believe creating a culture of respect, inclusion and diversity is critical in driving our business and our success. All team members take part in Dignity & Respect training. Our leadership team training has centred on emotional intelligence, enabling the team to develop an environment of psychological safety.

As an SME we do not have a clear promotional paths which can be challenging. However, we actively identify young female talent within the business, and tailor individual development programs, including mentoring, projects, and involvement in strategic planning. Our female HR Director is the only executive from the Leadership Team on the Board, reinforcing that people are at the heart of our business. Our people are a consistent topic at Board meetings, and in our 5-Year strategy, our People Goal is number one.



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Benefits to Gender Balance

Today 50% of our Board, 60% of our Senior Leadership Team and 50% of our Management Team are female. We have seen the benefits of having gender balanced leadership in GPG in many ways:

1. We have a collaborative work environment, where empathy, humility and resilience are valued.
2. We encourage diverse view-points and perspectives where everyone has a share of voice, leading to better decision making and outcomes.
3. Our balanced leadership team has embedded our considered company culture, where people feel safe, valued, seen and heard. We believe this has led to an engaged workforce.
4. Our culture has enabled us to create an inclusive work environment, attracting and retaining talent across many diverse groups.

Being a Female Led Business in a Male Dominated Industry

- We are involved in an international network to develop female leaders in the coatings industry, the European Coatings Women’s Forum. This year we hosted the bi-annual event in Ireland.
- Two female GPG executives sit on international industry boards, allowing us to demonstrate the benefit of gender balance.

TOP 5 TACTICS

Create a culture of inclusion and respect. Clearly articulate your values, live them and hold people accountable.

Our Annual Employee Awards and Bonus are both linked to our values.

Identify young female talent

Tailor individual development programs including mentoring, projects and involvement in strategic planning

Reinforcing that people are at the heart of our business, our HR Director sits on the Board
