Diversity drives innovation at Porsche

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08/03/2021 The future of mobility can only be successfully shaped with a workforce that is as diverse as possible, and this idea is a key component of the sustainability strategy of Porsche. The company has just ranked second in the Women's Career Index 2020.

For the sports car manufacturer, diversity of perspective is far more than gender. Nevertheless, the development of equal opportunities for women is a special priority and earning second place in the Women's Career Index 2020 in the run-up to today's International Women's Day is proof that Porsche is taking an exemplary path.

"Mixed teams are drivers of innovation. Active diversity management leads to new ideas, a better understanding of the market and greater employer attractiveness," says Oliver Blume, Chairman of the Executive Board of Porsche AG. "As the Executive Board, it is therefore one of our most urgent tasks to promote diversity in all its facets and, where appropriate, to demand it. It is particularly important to me to further increase the proportion of women. We have done many things right in recent years, but we are setting ourselves even more ambitious goals for the future."

The detailed assessment as part of the Women's Career Index attests to Porsche's strong commitment as an employer when it comes to developing the proportion – and promotion – of women in the company. Job sharing, including in management positions; flexible working time models; mentoring; a women's network; regular internal and external communication; highly individualised personnel development; transparent targets; numerous diversity initiatives – the mix of measures has been rated as exemplary by the Women's Career Index jury. Meanwhile, the annual internal Porsche mood barometer reflects external perceptions. For the fifth year in a row, the approval ratings for Porsche as an employer have risen. In 2020, for example, 93 per cent of employees said that Porsche is an attractive employer for them.

Andreas Haffner, Member of the Executive Board, Human Resources and Social Affairs, says: "It is particularly pleasing that in the sentiment barometer the score for the question on work-life balance has once again increased significantly – and this during the pandemic, which is a particular challenge for all of us. It shows that we have the right offerings. On the other hand, there is no reason for complacency. At 15.5 per cent, the proportion of women in our total workforce still has room for improvement. And with regard to management, we have the ambition to develop even more women in management positions."

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