



Leaders in Energy

CASE STUDY

Leaders in Energy

A core element of the Leaders in Energy strategic plan emphasizes Green Careers and Green Leadership, although as a nonprofit founded in 2014, this part of LE's workplan had not yet been developed. Executive Director Janine Finnell approached Waterford's Beth Offenbacher for assistance with creating a portfolio of professional development programs and activities that further this aspect of LE's strategic mission.

Solution

Waterford designed and structured a comprehensive Training & Development program that serves LE's strategic objectives. The firm advises LE on its Green Career and Green Leadership portfolio and takes the lead on the steps necessary to develop and build out a continuum of training and development programs. These programs also are intended to enhance the organization's own internal leadership development efforts with volunteers.

Working closely with LE's Executive Director, project deliverables include:

- Co-design and facilitation of two Green Career Workshops, which serve people who are entering or looking to move up into Green Jobs, and Green Career Momentum, a 6-session small group program providing customized support and coaching for existing and new Green Career professionals.
- Planning, event coordination, and co-hosting of a one-day 2017 Green Leaders Summit, designed to foster and build leadership skills for sustainability-focused individuals.
- Planning, event coordination, and facilitating an EQ for Green Leaders training program, focused on building emotional intelligence skills in support of sustainable outcomes for individual leaders.
- Planning and co-hosting a quarterly "alumni" event for Green Career participants, as a means to facilitate greater involvement in LE and build strong connections with colleagues in our industry. Each event includes a guest speaker on a career topic and time for small group networking.
- Coordinating and moderating a Green Recruiters panel at LE's 2020 Green Job Forum, and collaborating with Executive Director Janine Finnell on preparing speakers for a panel focusing on Green Job trends.
- Planning and coordination for LE's Four Generations Awards, including visioning the theme, developing survey questions, serving on the Nominating Committee, and coordinating event technology for the 2020 Four Generations Awards online ceremony. This program supports the intergenerational mentoring goals of LE's strategic plan.

Results

Since 2017, more than 200 individuals have attended LE's Green Career and Green Leadership programs, including its flagship Green Career 1.0 and 2.0 workshops, the Green Career Momentum program, the Green Leaders Summit, and the EQ for Green Leaders workshop. Several have landed positions in the industry as a result of their participation.

Attendees also have shared positive feedback about the quality and impact of these offerings. They are a membership attractor for the organization, as many have indicated they learned about LE via the organization's Green Career and Green Leadership programs.



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