



Strategic Energy Management Coaching

What is Strategic Energy Management (SEM) Coaching?

Prism's SEM Coaching offers energy management professionals with an opportunity to deepen their knowledge, troubleshoot organizational or technical challenges, learn new skills and ultimately increase their effectiveness within their organization. Through our one-on-one coaching support we work with participants to identify their specific goals and challenges, while leveraging Prism's expertise on a range of SEM topics including mechanical and electrical engineering, change management, energy modeling, measurement and verification, plan and policy development, communications and engagement.

Coaching for Capacity and Results

Our Prism coaches draw on years of experience designing and delivering SEM programs. As coaches we seek to build capacity within the organization so that participants can achieve their goals and work toward building a permanent culture of conservation in their organizations that fully realizes sustained, measurable energy savings. Some of the key characteristics of Prism's SEM Coaching include:

- **Customized** support tailored to the needs of the participant
- **Regularly** scheduled check-ins to help maintain momentum
- **Support** for both technical and stakeholder engagement activities

We provide coaching that recognizes individual strengths, responds to the changing needs of the organization, and provides creative solutions in the face of challenges.

About Prism Advantage

Prism Engineering is a Canadian engineering firm that has specialized in energy management, sustainability and mechanical and electrical upgrades for over 30 years. Our core business is improving existing building energy performance through innovative and insightful solutions. We identify, design and implement cost effective approaches to address comfort, efficiency and system reliability with emphasis on sustainability and environmentally-conscious design practices.



Strategic Energy Management Topics

Prism Engineering can customize any of the following topics to meet the specific needs of the Energy Manager.

Coaching Topic	Description
TRAINING	
One-On-One Training	<ul style="list-style-type: none"> • Teach technical aspects of energy management such that energy savings assumptions are valid and support the participant's goals • Teach business aspects of energy management such that energy savings assumptions are translated into business value for the participants' organization
PLANNING	
Strategic Energy Management (SEM) Planning	<ul style="list-style-type: none"> • Conduct SEM planning workshops with participants one-on-one (and key stakeholders, as needed) • Provide coaching and support for the development of a high-quality Strategic Energy Management Plan (for both technical and business aspects). This may include: <ul style="list-style-type: none"> ◦ Development of a one- to three-year plan (term to be determined based on the needs of participant) ◦ Development of quarterly progress updates on the plan ◦ Development of employee engagement and communications plans within the overall plan (may include development of applicable training materials) ◦ Leadership engagement planning
Energy Policy	<ul style="list-style-type: none"> • Support the development of an Energy Policy based on best practices (i.e. the requirements of ISO 50001)
Business Case Preparation	<ul style="list-style-type: none"> • Develop key financial (NPV, IRR, payback), energy, and GHG impacts of projects, as well as identify non-energy benefits • Identify how projects align with organizational goals, potential barriers to implementation and potential senior leadership champions
ENERGY MONITORING AND TARGETING (EM&T)	
Energy Monitoring and Targeting (EM&T)	<ul style="list-style-type: none"> • Work with participants to examine and understand energy drivers, site production (if applicable) and energy data, and its importance in continuous energy efficiency improvement • Support participants to develop EM&T models including: <ul style="list-style-type: none"> ◦ Collecting relevant energy and driver data ◦ Tracking Key Performance Indicators (KPIs) such as energy usage per square foot, per FTE, per unit production, etc. ◦ Developing models to enable the participant to produce a CUSUM analysis • Provide training to use the model for reporting purposes
Measurement and Verification (MGV) for Projects	<ul style="list-style-type: none"> • Develop a process for measuring the impacts of implemented projects based on best practices (i.e. ISO 50015)

Coaching Topic	Description
ENGAGEMENT	
Gaining Stakeholder and Leadership Support	<ul style="list-style-type: none"> • Help define and develop strategies to strengthen senior leadership support in an organization • Identify barriers to getting approval for projects and initiatives and identify solutions • Prepare tactics for gaining leadership support • Connect energy programs with corporate sustainability and ESG mandates • Identify ways to see synergies between energy targets with production, carbon reduction and continuous improvement efforts
Energy Team Building	<ul style="list-style-type: none"> • Identify senior leadership sponsorship • Identify key stakeholders and potential energy team membership • Develop a recruiting process and tools • Development of roles and responsibilities for the Energy Team • Support Energy Team meeting preparation and delivery
Employee Engagement	<ul style="list-style-type: none"> • Provide support for creating engagement programs, including: <ul style="list-style-type: none"> ◦ Providing ideas and expertise on engagement models and examples, volunteer management and group process strategies ◦ Co-designing and developing a Sustainability or Energy Team Terms of Reference ◦ Developing and facilitating a Sustainability/Energy Team kick-off
Communication and Campaign Plans and Materials	<ul style="list-style-type: none"> • Help develop communication and campaign plans and material such as: <ul style="list-style-type: none"> ◦ Identifying target audiences ◦ Identifying key messages ◦ Identifying communication channels, mediums, schedule ◦ Employee suggestion programs ◦ Campaign toolkits ◦ Email templates ◦ Key messages and text layout for materials ◦ Stickers, posters and door hangers ◦ Social media packages
Meeting or Event Facilitation	<ul style="list-style-type: none"> • Support internal meetings or events such as: <ul style="list-style-type: none"> ◦ Co-facilitating online campaign planning and engagement session with Energy Team members using online technologies such as breakout rooms, MURAL or Poll Everywhere ◦ Helping to develop or review engagement sessions, meetings, or event agendas ◦ Co-designing and facilitating an online kick-off event ◦ Speaking as a guest at an event on Engagement or Energy Conservation
Survey Design + Analysis	<ul style="list-style-type: none"> • Help develop, conduct and analyze surveys to collect data and feedback on engagement initiatives