

Energy Wise Network Coaching

Reference Guide

As an Energy Wise Network participant, you have access to one-on-one coaching support from the Prism Engineering Team. You will be connected with a key contact or 'lead' coach, who will either support you directly, or coordinate support from others in Prism.

Coaching Objectives

The Energy Wise Network supports Energy Managers, Energy Specialists and Sustainability Professionals to engage people to save energy (electricity and natural gas) in their organizations.

Your Prism Lead Energy Wise Coaches



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Coach Skillsets

Collectively, the Prism Engineering coaching team is made up of:

- Change Management Practitioners
- Social Scientists
- Communications Specialists
- Graphic Designers
- Facilitators
- Certified Strategic Coaches
- Sustainability Planners
- Behaviour Change Specialists

As an engineering and sustainability consulting firm, your coaches can also provide technical support for campaigns through the company's Energy Management Professionals and Engineers.

Coaching Support Options

Your coach can support you and your energy conservation campaign efforts in a variety of ways. The tables below provide examples of the types of support they can provide. If you have other ideas how your coach may be able to support you, please ask!

Campaign Coaching Support

Coaching Topic	Description
Traditional Coaching Support	Your coaches can help you clarify your campaign goals, direction, and next steps. Coaching sessions can be used to provide a sounding board, help trouble shoot, and gain feedback on your campaign.
Campaign Planning	<p>Your coaches can help you anchor your ideas and planning approach in the 7-Step Campaign Planning process. Your coaches will ask questions and provide ideas or strategies to help you identify:</p> <ul style="list-style-type: none"> · Stakeholders and engagement strategies · What needs to be investigated or understood to plan a successful campaign · Your campaign behaviour ask · Barriers + benefits to the behaviour and which strategies to use · Campaign tactics · Campaign metrics · Reporting back, evaluating and celebrating approaches
Campaign Materials	<p>Your coaches can help you develop materials such as a:</p> <ul style="list-style-type: none"> · Holiday shutdown Campaign plan · Stakeholder engagement email template · Campaign recruitment email template · Turn off your computer sticker · Turn off the Lights toolkit for your Green Team · Energy Challenge university residence door hanger · Energy action colouring book for elementary school kids <p><i>*Remember to use the toolkits and resources found in the BC Hydro SharePoint site</i></p>
Campaign Communications	<p>Your coaches can provide guidance on communications strategy or approach and help you develop <u>key messages and text layout</u> for materials such as a:</p> <ul style="list-style-type: none"> · Winter Shutdown launch poster · Close the Blinds social media package · Be Water Wise tenant memo template · Mid campaign Thermal Comfort campaign results email template · Monitors Off digital signage results poster
Meeting or Event Facilitation Support	<p>Your coaches can support meeting or events in ways such as:</p> <ul style="list-style-type: none"> · Co-facilitating an online campaign planning and engagement session with Green Team members using online technologies such as breakout rooms, MURAL or Poll Everywhere · Helping you develop or review a turn down the heat kick-off or engagement session, meeting, or event agenda · Co-designing and facilitating an Energy Cup Challenge student and teacher kick-off event · Guest speaking at an event on Engagement or Energy Conservation

Coaching Topic	Description
Survey Design + Analysis	<p>Your coaches can help you develop, conduct and analyze surveys. Several examples include:</p> <ul style="list-style-type: none"> · Designing a survey to investigate the best campaign opportunity with custodial staff · Hosting an online survey to collect feedback from students on their attitudes and awareness of energy conservation on campus · Providing guidance on survey best practices such as sample size, using a Likert Scale, survey distribution and hosting · Analyzing survey results to identify trends and opportunities for campaign ideas and metrics
Measuring Results	<p>As an engineering firm, your coaches can help you develop, track and report on campaign success metrics. Several examples include:</p> <ul style="list-style-type: none"> · Developing Food Services energy conservation campaign metrics · Developing measuring and tracking sheets for an Energy Cup challenge · Providing Engineer support for energy measurement tools such as PUMA, SkySpark or ESPM.
Building Systems Engineering Support	<p>Your coaches have access to an entire company of buildings systems professionals and engineers. They can support you in a number of ways including:</p> <ul style="list-style-type: none"> · Reviewing energy data to identify potential behaviour change opportunities · Providing estimates on energy savings impact on a variety of behaviours · Creating a list of potential high impact behaviours for a variety of work environments and building systems
Stakeholder and Leadership Support	<p>Your coaches can support you in:</p> <ul style="list-style-type: none"> · Defining senior leadership support in your organization · Developing strategies for senior leadership and management in your organization
Building or Maintaining Green Teams or Networks	<p>They can also provide support for creating engagement programs, including:</p> <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 Green Team Terms of Reference · Developing and delivering a Green Team or Green Network refresh
Energy Conservation Communications Plan	<p>Your coaches can support you in developing and implementing an energy conservation communications plan, including identifying and developing:</p> <ul style="list-style-type: none"> · Target Audiences · Key Messages · Communications Channels · Communications Formats · Communications Blocking Chart (schedule)