



CASE STUDY #1301

Energy - Engagement



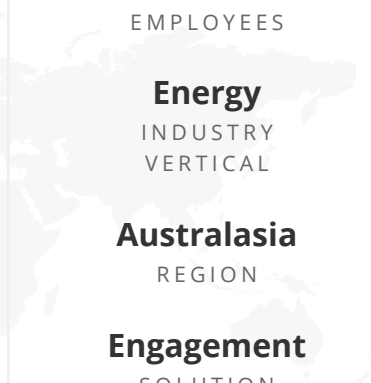
We have worked with Career Engagement Group this year utilizing Fuel50 CareerDrive™ for our employees and to up-skill our people leaders in career coaching. //

HR MANAGER



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250
NO. OF
EMPLOYEES

Energy
INDUSTRY
VERTICAL

Australasia
REGION

Engagement
SOLUTION
BASIS

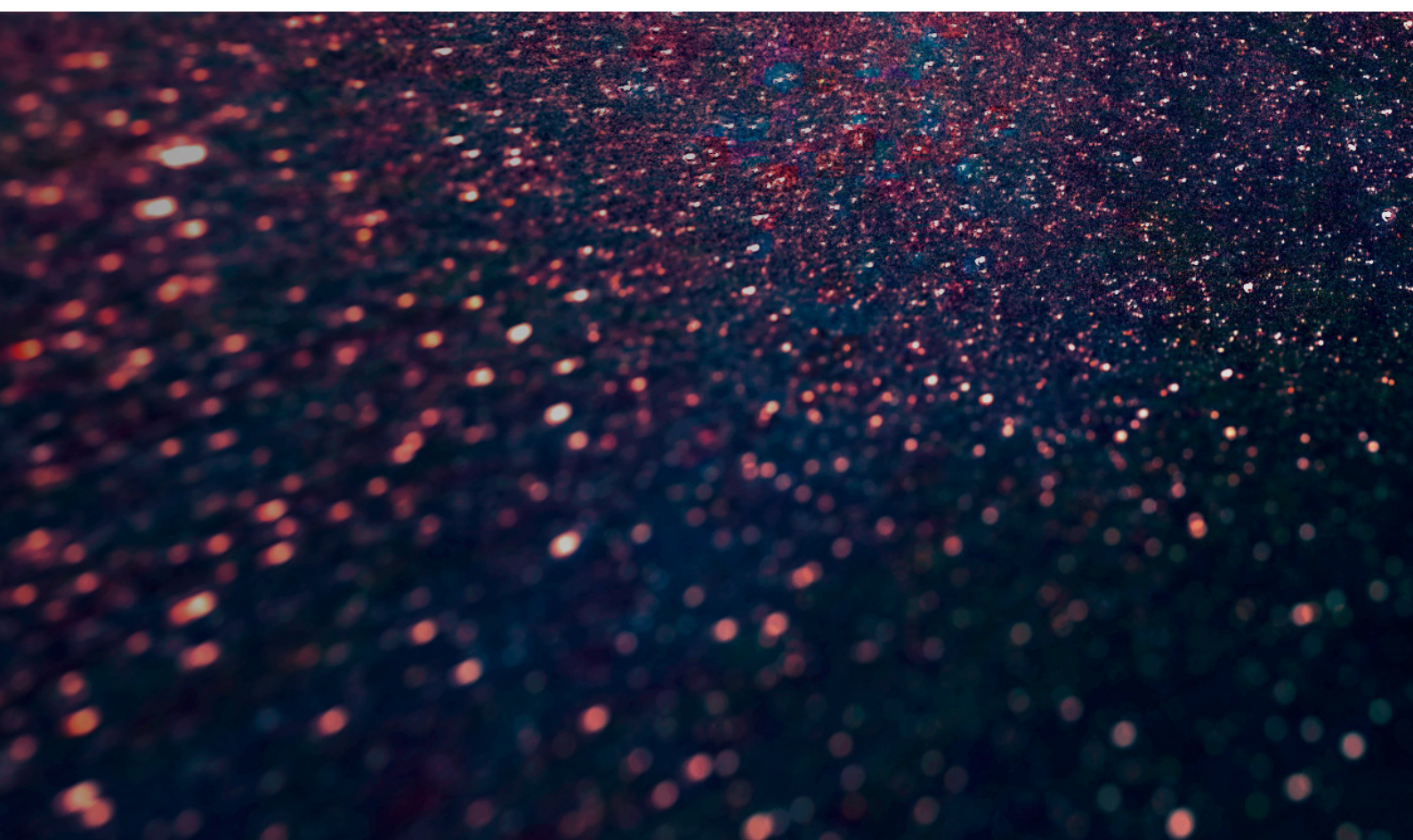
2013
YEAR JOINED
FUEL50

This is an energy company that supplies fuel to retail customers and large commercial customers like airlines, trucking companies, mines, shipping companies and vehicle fleet operators.

They also provide bitumen to roading contractors and manufacture ingredients used in detergents and other household products.

BUSINESS CHALLENGE

From their start in 2010, this energy company set out to be known as an extraordinary, world-class company that would attract and grow a team of high-performing people who would help them achieve their aggressive growth goals. Their goal in 2013 was to facilitate an increase in people engagement (as measured by Aon Hewitt) as part of a long-term strategic initiative, and a specific target area of improvement was boosting the perceptions of career opportunities internally by improving the quality of career conversations between managers and staff.





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SOLUTION

Fuel50 created a custom-branded CareerDrive™ site for the client and provided the intellectual property and training to formally accredit internal leader-facilitators to deliver powerful workshops and bootcamps to their managers and employees. As a result, employees understood the culture shift that held employees accountable for their own career success and managers felt they had the knowledge, skills and support needed to hold meaningful career conversations with their staff members.

FOCUS

Fuel50 worked alongside this innovative firm to create a program that was fully owned and delivered to managers by internal leader-facilitators. We provided those leaders with licensed training material and our formal accreditation program for the Fuel50 Powerful Career Conversations for Leaders workshop program. The internal delivery model achieved the following objectives:

Leaders-training-leaders – Fuel50 provided the program intellectual property and support, and internal leaders ran the Powerful Conversations workshops.

Coach accreditation was a key part of the program - the leader-facilitators had got hands-on experience being career coached and coaching others before showing managers these skills.

The content was adjusted by internal facilitators to align with the company's culture and processes.

Honing their own coaching skills allowed the leader-facilitators to best support issues and questions during the manager workshops.

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Our Fuel50 OD Business partner worked with us to develop and deliver a 'train the trainer' program for three internal people leaders (myself included) so that we could facilitate Powerful Career Conversations for Managers workshops across our business. //

HR MANAGER



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RESULTS

From baseline data taken in October 2010, the below was achieved.



Half of all employees have utilized the company branded site to complete online exercises and career planning



Approximately 45% of employees had a career conversation with their manager within the first months after program inception

+30%

increase in engagement impact in the Aon Hewitt Engagement results for the engagement driver "managers believe they have the tools, resources and support to hold meaningful career conversations with their people"

