

CS ENERGY

Inclusion & Diversity Value Proposition Development



CS ENERGY

THE PROJECT

In November 2015, we were tasked to provide CS Energy with key employee insights to inform the development of a company-wide Inclusion and Diversity (I&D) Policy and supporting initiatives.

These insights were used to better understand the strategic vision of CS Energy, identify and embrace a common understanding of what I&D is, understand both company-wide and site specific insights based on workforce demographics and challenges, and identify the most practical and efficient way to maximise the benefit and value.

The objective was also to develop a strong, and more importantly, authentic D&I strategy to improve the attraction and retention of a high quality diverse workforce, enabling CS Energy to face the challenges that are synonymous with this sector.



CS ENERGY

THE APPROACH

We undertook a combination of qualitative and quantitative research to identify what's important to employees, what is being delivered well, and highlight the gaps and perceived barriers.

Research included an interview with CEO, Martin Moore, an ELT workshop, on-the-ground leadership interviews and employee focus groups across Brisbane HQ, Kogan Creek Power Station (Chinchilla) and Callide Power Station (Biloela), and an organisation-wide eSurvey (undertaken by Susan Muxworthy shown left at Callide Power Station).

Using these insights, we identified CS Energy's key areas of commitment, which provided the foundations from which we developed their Diversity and Inclusion Value Proposition (DVP).



CS ENERGY



THE END RESULT

CS Energy's new I&D Policy was presented to and approved by the Board, with very positive feedback from Board members regarding the content and relevance, and alignment with the strategic vision of the company.

We built an interactive eBrochure to feed insights back to those employees who participated across the organisation and thank them for their participation.

The roll out of CS Energy's new I&D Policy saw positive feedback across the workforce and fostered a culture of inclusion and respect by involving employees to evolve the business.

Currently in development is CS Energy's broader Employee Value Proposition development (EVP), with I&D at the heart, to continue to broaden their diverse talent workforce.