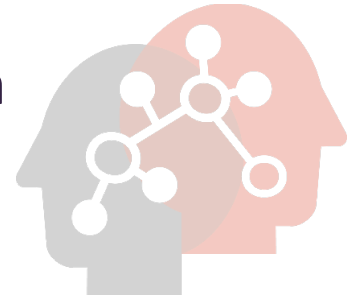


# How Data Helped a Business in Transition Identify Areas of Opportunity



## The Need

CES East, formerly Pika Energy, is a developer of cutting-edge battery storage solutions that was acquired by Generac to provide truly intelligent home energy management systems to an eager market.

Becoming part of a much larger corporation, CES East found their work cultures and processes in transition as they engaged with the new corporate ethos they joined. Part of their local efforts consisted of founding a DEI working group charged with looking for areas of opportunity at the regional level. Since policy and demographic diversity were topics being discussed at the national level, the focus of our assessment work was on the culture. We were hired to help understand how CES East could better create inclusion and equity in their workplace.

Over the course of 5 months, Int Inq engaged stakeholders at all levels of the company to obtain the qualitative and quantitative data necessary to identify and document areas of concern and offer action steps to address them. Led by the passionate work of a great company of people, we helped them map out a plan to make the changes needed, both locally and nationally.

## Our Approach

### 1. Synchronizing Tools with Client Data Needs

While we pride ourselves on the questions we ask using our data collection tools, it was important to us to

figure out what the *right* questions were for CES East. Instead of relying on standardized surveys, we worked together with the internal team to ensure that our procedures, questions, and intended outcomes would really help them address their issues.

### 2. Stakeholder Engagement

Through a meticulous rollout strategy, we engaged roughly 70% of their team in our process. We structured departmental and demographic focus groups to provide safe, intimate spaces for reflection and establishing protocols to ensure anonymity. We also conducted an Organizational Culture Map survey to elicit individual feedback using a broad range of multiple choice, sliding scale, and long form responses. Throughout the process we worked to measure five aspects of inclusive and equitable culture: growth, agency, process, purpose, and belonging.

### 3. Compiling into an Impactful Report

Data is useless without transparency and action, so we compiled nearly 50 pages of key trends and recommendations to help the team create a tangible action plan, rooted in the experiences and perspectives of their employees.

“Kate and her team were a great fit for our company to start the important work of culture change. Together, we were able to establish a rapport to craft the language and parameters for our employee survey and focus group. The Culture Map Report validated some inklings we had about company culture and provided clear next steps that we can take to begin addressing what we need to improve.”

- Emily Eschner, Office Manager