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# CASE STUDY

## CLIENT PERSONA:

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### RENEWABLE POWER PRODUCER & SERVICE PROVIDER (2,000+ workforce)

#### PROJECT OBJECTIVES

- Assess the efficacy of current communications channels, platforms, and messaging
- Determine communications needs across the workforce
- Provide high-quality reporting, including quantitative and qualitative data
- Make recommendations for increased engagement, collaboration, and organizational awareness
- Develop and present a series of "Train the Trainer" workshops for a "DIWY" (Do It With You) deployment



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## ABOUT THE CLIENT:

This innovative energy provider is committed to providing economical, environmentally friendly power throughout North America. Their workforce is largely deskless, working onsite facilitating installation and maintenance.

This organization has an internal communications department, a single source of truth tool, an app, and a newsletter, but beyond high open rates, they do not have high engagement. They are looking internally for the "right fit" answer to their communications challenges.

## THE CHALLENGE

With a large deskless worker population and multinational distributed workforce, the organization previously depended on high-tech and communications platforms to inform and educate the workforce.

**They did not have a clear understanding of the communications needs related to culture type and job function.**

They want to understand how to use their powerful communications tools in a way that resonates with their segmented population.

**The organization wants to work in a “train the trainer” model, with L-12 Services training the internal communications team on how to deploy effective messaging to create high engagement.**

## OUR APPROACH

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- Deploy the Helix Assessment to identify and organize communication around culture types
- Conduct a customized data-gathering event (interview/engagement) hosted in 3 languages across the entire North American workforce
- Analyze data for themes and trends utilizing AI, natural language learning, and real time reporting
- Hold focus groups to refine themes and leverage institutional knowledge
- Develop and deliver the Baseline Report with findings and recommendations
- Act as oversight during ‘self-implementation,’ providing guidance and training to the internal communications team and staff

***Our work focuses on increased engagement for deskless workers and training the internal communications team for increased engagement.***

## STATUS



L-12 Services is currently developing the Baseline report for this project.

Our findings will become the basis for project scope and delivery.

The organization is preparing to organize “lunch and learn” meetings where L-12 Services will present a “train the trainer” series, including tools and other assets to facilitate teaching/learning throughout the workforce.