



FirstEnergy® selects Corporate College® to evaluate diversity and improve their organizational climate

THE CHALLENGE

FirstEnergy® has a tenured workforce and anticipates above normal percentages of employees retiring over the next five years. As a result, recruiting and retention is an essential business priority. Assessing the current culture and their employee engagement became critical in redefining FirstEnergy® as a “great place to work” and maintaining an environment welcoming to all.

As a first step in identifying key focus areas to strengthen their organizational climate, FirstEnergy® leaders aligned Diversity & Inclusion efforts to their corporate strategies. Diversity key performance indicators were also established for senior leaders and directors. Their main objective was to quantify employee attitudes, beliefs and experiences around diversity and inclusion in order to identify, promote and assess company programs and practices which contributed to or hindered diversity in the workforce.

THE SOLUTION

Corporate College® took an active consultative role advising and partnering with FirstEnergy® to determine specific challenges, goals and objectives in their transformation process. Collaborating with key leadership members, conducting focus groups and stakeholder interviews, we learned the current state of diversity and inclusion, how it impacted FirstEnergy® employees the most and what influenced business performance.

We created a comprehensive diversity and inclusion custom assessment survey tool and administered to over 15,000 employees across six locations and three states. Within a 120-day period, we distributed, collected and analyzed the data and provided FirstEnergy® with breakout reports by organization, business unit, department and employee demographics. We developed an “inclusion index” to validate a repeatable metric and measure progress on culture transformation related to diversity and inclusion. Along with the final summary report and data we provided recommendations for next steps in the process.

ABOUT

FirstEnergy®

Energizing the Future.

Headquartered in Akron, Ohio, FirstEnergy® Corporation, is involved in the distribution, transmission, and generation of electricity, as well as energy management and other energy-related services.

With over 15,000 employees and ten electric utility operating companies, FirstEnergy® Corp. is one of the nations' largest investor-owned utilities, serving 6 million customers within a 65,000-square-mile area of Ohio, Pennsylvania, West Virginia, Virginia, Maryland, New Jersey and New York.