

# NRG ENERGY

HOW THE HUMAN RESOURCES AND  
SUSTAINABILITY TEAMS AT NRG ENERGY  
USED WESPIRE TO COLLABORATE ON A  
COMPANY-WIDE INITIATIVE

FROM *WeSpire*

# EXECUTIVE SUMMARY

NRG Energy is the leading integrated power company in the U.S. and a Fortune 200 company. A client of WeSpire since 2014, NRG uses the WeSpire platform, which they branded InspireMeNRG, primarily to engage its employees in the company's sustainability efforts.

The NRG sustainability team approached WeSpire with the idea of expanding its use of the WeSpire platform by collaborating with NRG's human resources team on a new professional development campaign.



## BACKGROUND

NRG's sustainability and human resources departments collaborated to create the **#PowerToGrow** campaign. The goal of the seven-week campaign was to motivate NRG employees to explore the organization's new human capital management system (HCM), encourage employees to complete their profiles on the HCM system and learn about the professional development

resources available to all NRG employees.

The new HCM system houses all employee information, including the employee directory and a chart depicting organizational structure. It also facilitates mid-year and end-of-year performance reviews as well as hosts learning and development materials.

With a shared interest in long-term employee success and engagement, NRG's human resources department tapped the sustainability team to support this campaign. As the program owners of the company's WeSpire platform, the sustainability team had a valuable communication tool that could be used for a wide-range of applications. In fact, at the beginning of the year,

the sustainability team at NRG had set a goal to involve more of the company's employee engagement program owners in the WeSpire platform. The WeSpire platform's ability to engage and reward employees for taking specific actions made it very appealing to the human resources department.

## THE CHALLENGE

When changing HCM systems NRG needed employees to populate much of the information on the new platform, including their employee profile. The human resources department also wanted to create awareness among employees of the resources and professional

development tools available to them through the HCM system. Human resources turned to the sustainability team because the WeSpire platform could reward employees for exploring the HCM system's capabilities and share employee feedback about experiences using the new system.

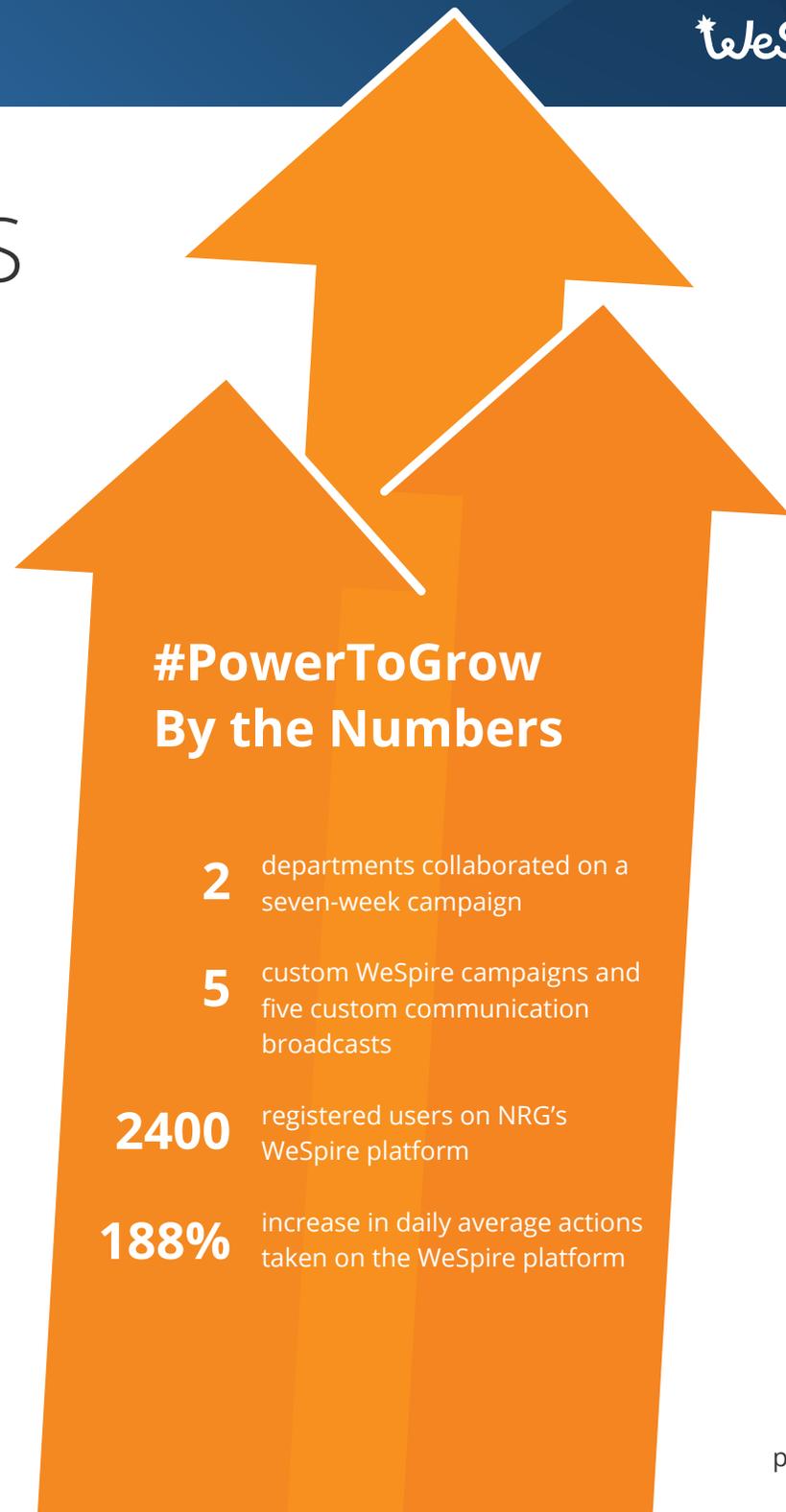


# ELEMENTS OF SUCCESS

## Five Campaigns on the WeSpire Platform

NRG and WeSpire worked hand-in-hand to create five short campaigns on the WeSpire platform to support NRG's larger professional development campaign. WeSpire's library of campaign templates already had a variety of content related to career development that NRG used to develop their WeSpire campaigns. The human resources group at NRG also created custom actions related to the new HCM system, company culture and upcoming events in order to deliver a truly NRG-specific experience employees would find relevant.

Each WeSpire campaign contained a list of six to twelve, specific actions that employees could take to earn points on the platform. A new campaign was rolled out each week for the first five weeks, which kept employees coming back to the WeSpire platform to see the new content. These short campaigns had simple and quick-to-complete actions that made it easy for employees to participate. See the page 6 to learn more about the WeSpire campaigns and the most popular actions taken.



## #PowerToGrow By the Numbers

**2** departments collaborated on a seven-week campaign

**5** custom WeSpire campaigns and five custom communication broadcasts

**2400** registered users on NRG's WeSpire platform

**188%** increase in daily average actions taken on the WeSpire platform

# ELEMENTS OF SUCCESS

(Continued)

## Diverse Content

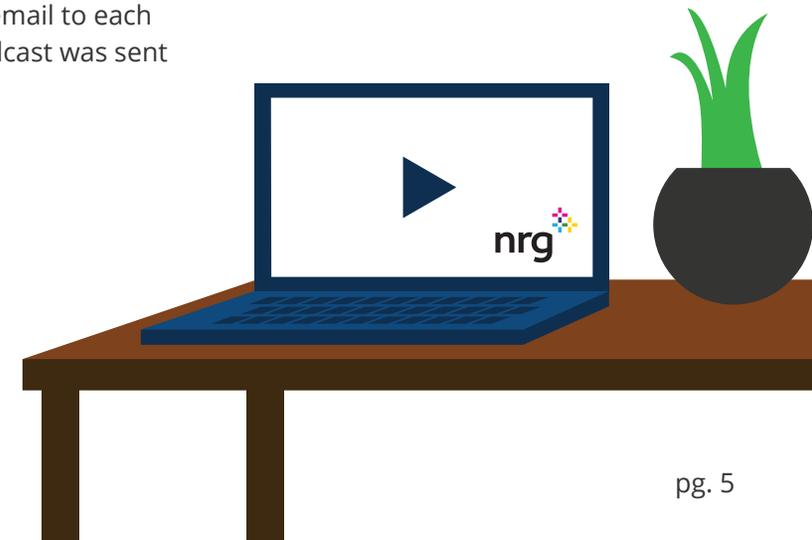
NRG's commitment to giving its employees the power to grow ignited the human resources strategic talent team to first approach the sustainability team with the **#PowerToGrow** campaign. The focus of NRG's campaign was to increase employee usage of the new HCM system and engagement with professional development opportunities available to employees. The timing of the campaign also aligned with the company's annual volunteering week and provided an opportunity to call additional attention to the videos and blogs from the company's annual leadership conference,

which they were able to incorporate as well. Each of the **#PowerToGrow** campaigns on the WeSpire platform laddered up to professional development available on the HCM platform and by utilizing additional relevant happenings from the leadership meeting and philanthropy efforts, the teams were able to create a cohesive experience for employees.

## A Robust Communication Strategy

NRG worked closely with its WeSpire customer success team to collect, distill and analyze the data coming out of the WeSpire campaigns. Early on, the WeSpire team identified that employees were most likely to complete campaign actions on days that communications were sent. NRG sent communications directly through the WeSpire Broadcast tool which sends an in-platform notification and a coordinating email to each user. One broadcast was sent

for each campaign and each contained a call to action asking the user to engage with one of the actions in the campaign. In addition to the WeSpire broadcasts, NRG promoted the **#PowerToGrow** campaigns in its weekly company-wide newsletter, bringing additional visibility to the campaigns on the WeSpire platform.



# NRG'S #POWERTOOGROW CAMPAIGNS



## Get to Know the New HCM System

This campaign introduced employees to NRG's new HCM system and encouraged employees to complete their employee profile.



## Get the Latest from Leadership

This campaign encouraged employees to review the content that was discussed at NRG's Leadership Meeting. It also continued to share tips for how employees could utilize the new HCM system.



## Get Your Global Giving On

This campaign shared information related to the organization's annual giving week and encouraged employees to get involved.



## Get Social

This campaign was primarily focused on getting employees to interact with NRG's social media properties such as their LinkedIn page, Facebook page, Instagram account and Twitter handle. Employees were also encouraged to update their own social media profiles by taking actions such as adding a LinkedIn profile picture.



## Get "Giggy" With It

This campaign encouraged employees to share career development stories and provided suggestions for how they can continue to move forward in their careers.

## Top 5 Most Popular Actions Across the #PowertoGrow Campaign

- 1 Participate in the annual volunteering week
- 2 Visit the company org chart
- 3 Watch the tutorial on how to complete your employee profile on the HCM system
- 4 Read the Learning@NRG article called "We've Got Tips! Getting Familiar with Your New Training Tool"
- 5 Watch NRG's CEO's Keynote on Company Vision and Mission

# RESULTS

In the 7 weeks that the **#PowerToGrow** campaign ran on the WeSpire platform, NRG saw a 15% boost in employees completing their employee profiles on the new HCM system. In total, employees took nearly 3,000 actions related to the new HCM system, professional development and the company's annual volunteering week by using the WeSpire platform.

Promoting the annual volunteering week during the **#PowerToGrow** campaign on the WeSpire platform supported additional company success. More than 1,200 NRG employees across 18 states volunteered nearly 5,000 hours, serving more than 200 charities and non-profits, and donating nearly \$100,000 to charitable causes.

Collaborating with the human resources department also drew in more users to the WeSpire platform, increasing its value as a communication tool for the organization. Five of the top seven highest signup weeks in the 12 months surrounding the campaign occurred during the **#PowerToGrow** campaign. Platform engagement also increased during the campaign. Users tagged colleagues 177 percent more often than they typically would, and on days that broadcasts were sent, daily actions completed was, on average, 188 percent higher than typical.

The results of this campaign were met with equal enthusiasm from the sustainability and human resources departments. The human resources department appreciated that they were able to use the WeSpire platform because it was an interactive communication tool that employees were already familiar with. In turn, the sustainability department was glad to have the opportunity to use the platform to accomplish an important objective and provide employees with additional exposure to the WeSpire platform.

## IN 7 WEEKS...

15%  
boost in profile completions

3,000  
platform actions

5,000  
volunteer hours

\$100,000  
donated to charitable causes



## ABOUT WESPIRE

WeSpire provides corporations with a technology platform to design, run and measure the impact of their employee engagement initiatives. On WeSpire, employees from around the world participate

in sustainability, volunteering, health and wellness, corporate culture, diversity inclusion, recognition and other custom programs. These programs encourage employees to take actions that are good for them,

good for the company and good for the world we live in. For more information, visit [www.wespire.com](http://www.wespire.com), contact us at [info@wespire.com](mailto:info@wespire.com), or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).



## ABOUT NRG ENERGY

NRG Energy, Inc. is the leading integrated power company in the U.S., built on the strength of the nation's largest and most diverse competitive electric generation portfolio and leading retail electricity platform. A Fortune 200 company, NRG Energy creates value through best in class operations, reliable and efficient electric generation, and a retail platform serving residential

and commercial businesses. Working with electricity customers, large and small, we continually innovate, embrace and implement sustainable solutions for producing and managing energy. We aim to be pioneers in developing smarter energy choices and delivering exceptional service as our retail electricity providers serve almost 3 million residential and commercial customers

throughout the country. More information is available at [nrg.com](http://nrg.com) and [picknrg.com](http://picknrg.com). To learn more about joining NRG to help us create a sustainable energy future visit [nrg.com/careers](http://nrg.com/careers) because the greatest potential of energy is people. Connect with NRG Energy on Facebook and follow us on Twitter at [@nrginsight](#) and [@nrgenergy](#).