

Using the voice of the Member to change a culture

Engineers Canada is a collaborative federation of provincial and territorial regulators of Professional Engineers

Problem

- Years ago, Engineers Canada launched, and then in failed bursts, tried to energize a program to encourage more participation by women in engineering. They named the program “30 x 30” to reflect a loudly proclaimed goal of 30% of Professional Engineers to be female by 2030
- These failed bursts bred a culture of cynicism that it was possible to hit that goal at all

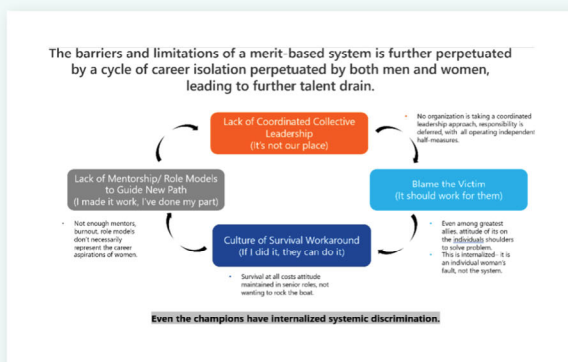
Approach

- Halmyre took a fact-based approach to the situation through a disciplined and objective consultation approach which included stakeholders from all walks of life, regions and languages, cultures and tenure in their careers
- Actively listened and engaged supporters and challengers to ensure solutions embraced all voices
 - Specifics in our approach included
 - Deep stakeholder engagement and consultation
 - Qualitative interviews, samples from across the country in English and French
 - Developed personas to understand specific barriers
 - Change management model with specific steps to engage and “bring along” the entire community



It starts with awareness

Fact-based analysis capturing the “voice of the member” to drive a better change management cycle-purposeful branding



Outcome

- A change in communication style to be more inclusive
- An evidenced-based model for change management with measures of success to “bring the community” along in the change and restart the momentum the original program intended
- Creative brief for a new visual identity
- Email templates and a social media toolkit

Strong creative brief supported purposeful branding

