Tapping the “Human Resource”

“In the past, efficiency was viewed as a technical issue and generally limited to small numbers of people in technology-related functions. But today’s strategies, driven by wider, longer-term sustainability goals, can tap a broader and perhaps deeper vein of employee motivation to make a difference beyond their immediate job function.”

Labor productivity → Resource productivity

Image: http://www.flickr.com/photos/mararie/3313582639/
Nucor Steel Texas

Safety culture $\rightarrow$ Energy culture

- Focusing on the “floor level”
- “Indoctrination” prior to first shift
- Finding champions and forming teams
- Targeting multiple incentives

Best Practices

• Increase visibility of energy use
• Adapt existing norms to energy
• Expand the behavioral context
• Engage multiple motivations
• Identify champions and empower employees

Image: http://www.flickr.com/photos/24443965@N08/4374690352/
What if... we raise the status of the target opinion-holder rather than trying to identify high-status champions?
Associated Resources
