

Energy Entrepreneurship and Workforce Development

NASEO ANNUAL CONFERENCE 2017

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Our Mission

To provide direct input into the deliberations and developments of energy policies, regulations, emerging technologies and and environmental issues.



Our Purpose

The purposes of AABE are the following:

- To serve as a resource for policy discussion of the economic, social and political impact of environmental and energy policies on African Americans and other minorities.
- To ensure involvement of African Americans in governmental energy policymaking by recommending capable sensitive and informed personnel to appropriate officials.
- To encourage both the public and private sectors to be responsive to the problems, goals and aspirations of African Americans in energy-related fields.
- To encourage African American students to pursue careers in energy-related fields and to provide scholarships and other financial aid for such students.



THE ENERGY INDUSTRY OF THE FUTURE

THE INDUSTRY MUST CHANGE

Why?

How?

- Imagination drives Innovation
- Technology
- Customer needs / requirements



THE ENERGY INDUSTRY OF THE FUTURE

All Communities
Must Benefit

How Do You Ensure Inclusiveness?

Understand the Audience to communicate the opportunities

- Energy Research Collaborative

Speak Their Language

- What you think is important, may not be what's important

Understanding Your Corporate and Industry Culture

- What is your organization's reputation?
- Who are the trusted sources of information?



THE ENERGY
INDUSTRY OF
THE FUTURE

All Communities
Must Benefit

How Do You Ensure Inclusiveness?

Comprehensive Approach

- Tried and true practices and thinking creatively
 - Word of mouth
 - Visiting schools / Career Days
 - Community Forums
 - Social Media
 - Technology
 - Partnerships



YOU'VE GOT
THEM
INTERESTED –
NOW WHAT?

NEED A
COLLABORATIVE
APPROACH

COLLABORATION IS KEY

- Identify key stakeholders
 - Industry
 - Educators
 - Social Service
 - Chambers of Commerce
 - Others?
- What are the barriers?
 - Real and imagined – requires reflection
- Develop A Plan TOGETHER
- Communicate, Communicate, Communicate
 - Directives and Dialogues

YOU'VE GOT
THEM
INTERESTED —
NOW WHAT?

Remember: This
will take time

THE PROCESS WILL TAKE TIME

- Celebrate small wins
 - A graduating class
 - Small business gets an opportunity
- Always look for opportunities to learn
- Be Nimble and Flexible
 - Be on the look out for disrupters
- Communicate, Communicate, Communicate
- Repeat

Thank You

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QUESTIONS?

