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AEP Case Study



American Electric Power came to Icarus Consulting with both a problem and a tremendous opportunity. In 2018, more than a third of the AEP workforce hit retirement eligibility, which meant the company needed a plan to replace workers in customer service, field and plant operations, and technical engineering and management roles.

The opportunity? The increasing the demographic diversity of the available pool of employees meant AEP had a chance to create a company culture that would be more diverse, equitable, and inclusive, thereby helping to attract and retain workers from historically underrepresented populations.

To help AEP craft its first comprehensive diversity, equity, and inclusion strategic plan, we conducted an employee survey, performed an analysis of electric utility industry diversity research, interviewed internal leaders, and presented our results and recommendations to AEP's senior leadership team.

In addition, we designed and facilitated a two-day meeting of leaders from AEP's operations in five states to have them examine business and people practices through a diversity, equity, and inclusion lens. This review led to a formation of a strategic DEI Road Map. Contact us today to learn more: www.icarusconsult.net.

WE LOOK FORWARD TO HEARING FROM YOU

MORE INFORMATION CAN BE FOUND ON OUR WEB SITE:
WWW.ICARUSCONSULT.NET



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