

CASE STUDY

Transforming Culture and Leadership at Islands Energy Group

Client: Jo Cox, CEO, Islands Energy Group



Islands
Energy
Group



Outcomes

- ✓ Uplift in profitability
- ✓ Increased CSAT
- ✓ Culture Transformation

Background

Islands Energy Group operates across three unique markets: Guernsey, Jersey, and the Isle of Man, supplying energy solutions to domestic and commercial customers. When Jo Cox joined as CEO, the organisation faced challenges typical of a hierarchical structure in the utility sector:

- Fragmented company culture spanning three islands
- A lack of accountability, vision, and innovation
- Stagnant growth and disengaged employees

Jo made the bold decision to restructure the company into local leadership teams, supported by a unified executive team, to better reflect regional dynamics while fostering a cohesive organisational culture.

The Challenge

Jo sought to instil a culture of trust, empowerment, and open communication, shifting from a "do-as-you're-told" environment to one that embraced innovation and accountability. The challenge lay in addressing deeply ingrained behaviours and unifying leadership across multiple levels of the organisation.

Specific goals included:

- Developing cohesive leadership teams capable of driving transformation.
- Building a pipeline of future leaders and equipping managers with modern management skills.
- Developing a vibrant, goal-oriented, and innovative workplace culture.

The Zestfor Approach

Jo enlisted Zestfor to design and implement a comprehensive, multi-layered leadership transformation programme. Led by Julia, Zestfor focused on building trust, facilitating open communication, and delivering actionable results.

The programme involved three distinct phases:

1. Leadership Team Cohesion:

- Creating a safe space for open dialogue and trust-building.
- Equipping leaders with tools to model desired behaviours and lead cultural change.

2. Executive Leadership Development:

- Launching a 6-month Executive Leadership Programme for future leaders.
- Teaching decision-making, accountability, and innovative thinking.

3. Manager Development Programme:

- Providing practical training to managers on effective communication, psychological safety, and people management.
- Embedding consistent behaviours across all teams to align with the new culture.



Results

Jo sought to instil a culture of trust, empowerment, and open communication. Over a two-year period, the cultural transformation became evident through measurable outcomes:

- **Employee Engagement:** Significant improvement in engagement, as evidenced by word clouds showing a shift from terms like "toxic" and "disempowered" to "empowered" and "collaborative".
- **Innovation and Growth:** The organisation transitioned from flat growth to increasing profitability, driven by higher customer satisfaction and the delivery of 90% of business objectives.
- **Leadership Development:** Clear identification of high-potential leaders who are now prepared to take on larger roles.
- **Cultural Shift:** Regular town hall meetings showed a shift in employee sentiment, with questions becoming increasingly forward-thinking and constructive.



"Zestfor brought a bespoke, results-driven approach that delivered clear outcomes tailored to our unique challenges. Zestfor's ability to create trust quickly, encourage open dialogue, and ensure actionable results made them an invaluable partner. This programme didn't just change our leadership teams – it transformed our entire culture."

Jo Cox, CEO, Islands Energy Group

Why Choose Zestfor?

Zestfor delivers bespoke leadership and team development solutions that:

- Build trust and drive cultural transformation.
- Empower leaders at every level to embrace change.
- Create measurable, sustainable outcomes that align with business goals.

For organisations looking to navigate complex cultural challenges, Zestfor is the trusted partner to inspire and drive change.

Ready to Transform Your Organisation's Leadership and Culture?

At Zestfor, we specialise in helping technical and scientific organisations like Islands Energy Group achieve measurable results through bespoke leadership and team development programmes. If you're ready to empower your teams, build trust, and drive innovation, we're here to help.

Contact us today to discuss how we can tailor a solution to your unique challenges.



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