

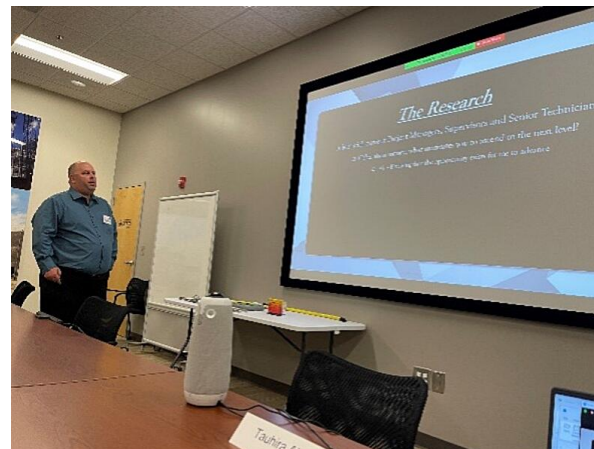
Industry Innovation



NECA Innovation Institute: A Glimpse in the Edison's Cohort Journey

The **NECA Innovation Institute's Edison Cohort** had the pleasure of participating in their first Program Review at the Southwire Solutions University in Carrollton, Georgia. The meeting kicked off with NECA's Executive Director of Innovation, **Tauhira Ali**, welcoming this group of rising innovators, NECA executives, and Southwire's executive leadership.

Traci Walker, NECA's CFO, shared her perspectives of the industry and how important innovation programs are for future key executives. Her wisdom resonated with the group, especially her message on the importance of continually striving to learn and grow. The Edison Cohort had a full day of presenting their Capstone Projects to their Executive Sponsors, who dialed in remotely. Each candidate shared the status of their internally focused Capstone Project, lessons learned from user research, positive triumphs so far, and next steps on their projects.



“The value of belonging to a cohort of industry peers is a huge advantage. It is critical to have a group of like-minded allies who can give advice, share stories, and learn from one another. Innovation is a team sport, and the Capstone Projects provide the foundation for lasting impact across each candidates’ organization.”

– **Tauhira Ali**

Meet the Innovators of the Edison Cohort💡



Zack Scott, Christenson Electric



Paul Mendoza, Alterman Electric



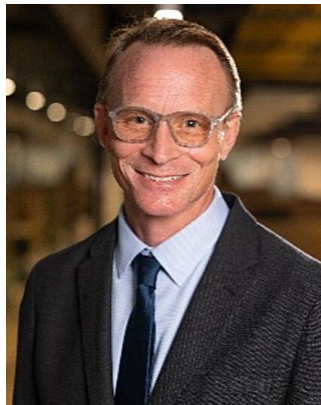
Nick Rol, Thompson Electric



Mark Lotspeich, Dynalectric



Kyle Witte, Lemberg Electric



Kirk Wahlstrom, Egan Company



Joe Aikens,
Cannon & Wendt



Denise Devine, Pro-Cal Lighting



Brian Russ, Allison-Smith Company



Jeffry Fuentes, Aurora Electric

Southwire's executive leadership joined the cohort and NECA team for a networking reception and dinner. After forging new contacts and sharing industry needs and outlooks, the group was ready for day two.

Southwire kicked off the second day with a tour of its research and development center, allowing the cohort to try out their innovations and jobsite solutions firsthand. **Pete Mastrococco**, NECA's Vice President of Education, Events, and Partnerships, then led the group through a session on "Public Speaking: Tips for Success." The Edison Cohort practiced various exercises on how to optimize and deliver the perfect message for their audience.



Tauhira Ali shared an exercise on Moving Motivators with the Institute candidates. The Edison cohort ranked the value of different personal intrinsic motivators and explored how these motivators were affected by their professional atmosphere. To conclude the second day of the program, Southwire leaders took the group on a tour of their 12 for Life Community Outreach Program. The program serves the community by providing opportunity, education, and employment for youth in the surrounding areas of Carrollton, Georgia.

Truly executing innovation requires focused thought, diligent planning, and maximizing the resources at your disposal. NECA is proud to support the Edison Cohort of the Innovation Institute and looks forward to this group continuing to develop and get together at their next Program Review in a few months. At this point, they will report on the progress that they continue to build through their impactful Capstone Projects.



Institute Details

The **NECA Innovation Institute** is laser-focused on coaching future executives on the fundamentals of an innovative mindset and corporate philosophy. We are passionate about galvanizing our participants' toolkit for problem-solving, critical thinking, and concrete application to elevate all facets of their organization. There are several foundational points that differentiates this program from traditional leadership training:

- The Institute will always maintain a priority on innovation in the electrical industry.
- The Capstone Project of the Innovation Institute guides candidates to overdrive results that position their company for the future.
- Each Institute cohort is a lean, focused group of 10 innovators collaborating on productive dialogue around best practices.
- Institute plans include an active alumni network engaged in networking and sharing problem-solving strategies.
- With 2 cohorts a year, the reach of the Innovation Institute extends throughout the industry via demographic diversity of business location, specialty markets, and a competitive price tag for contractors of all sizes.
- As a NECA value-added service, all proceeds of the Institute are directly invested into elevating and supporting innovation for all NECA members.

Download the Innovation Institute Brochure

For more information, contact NECA Innovation at innovation@necanet.org.

Testimonials





NECA, 1201 Pennsylvania Ave, Washington, District of Columbia 20004, United States

[Unsubscribe](#) [Manage preferences](#)