



# SKIPTI

STRATEGIC COMMUNICATIONS

## CASE STUDY: NORWELL EDGE

### THE CHALLENGE

Norwell EDGE is an oil and gas skill development organization driven by a belief that an industry with more trained, better supported and empowered local personnel is possible, no matter where the project takes place. Once the Uganda/ Tanzania pipeline project was announced, they knew they were the right choice to provide the local workforce with accessible long-term skill development. The challenge was in convincing project and community decision makers that Norwell EDGE had the chops.

### THE RESULTS

- + Project Approval
- + Social license to operate (SLO): Approval/ Support
- + Creating Shared Value (CSV) - Positive
- + All-channel Audience Growth Rate: 3+% MOM
- + Net Promoter Score (NPS) for Skipti - 9

### THE CAMPAIGN

Skipti worked with the CEO to create and execute a stakeholder engagement strategy to pitch a program that went beyond the standard approach. Using an approach based loosely on Design Thinking for social change, the team devised an unconventional, highly individualized approach. Messaging and information were shared using the unique channels and media preferred by locals rather than traditional media, building credibility with multiple publics in advance of a pitch to decision makers.

While competitors ignored unfamiliar and unorthodox methods of messaging and engagement, Skipti And Norwell EDGE embraced the possibilities of reaching people where they already were and extending the available audiences with inclusive and relevant messages for potential employees outside of the traditional workforce.