CUSTOMER STORY • COALITION FOR GREEN CAPITAL

~10% to 98% in one year.

That's the share of CGC employees who say they know how their job supports the organization's goals, on CGC's 2026 employee engagement survey.

~10% → 98%
employees who know how their job supports the organization's goals

1 year
from the prior-year baseline to CGC's 2026 engagement survey

5 levels
goals cascade from the five-year plan to every individual

THE CHALLENGE

CGC grew quickly. Its mission and strategy were clear at the top, but goals, priorities and performance conversations lived across several tools and meetings. By leadership's estimate, only about 10% of the organization could clearly connect their day-to-day work to the organization's goals.

WHAT CGC DID

- ✓ Grounded organizational goals and KPIs in its five-year strategic plan, with KPIs defined by CGC's own leadership team.
- ✓ Cascaded those priorities in Inspire from divisions to departments, teams and individual contributors.
- ✓ Brought goal setting, performance conversations and progress tracking into one platform, so conversations happen all year instead of once a year.
- ✓ Partnered with Inspire Client Success on strategy feedback, corporate goal setting, performance cycle setup, manager training and user experience sessions for staff.

THE RESULT

In about a year, the share of employees who agree "I know how my job supports the goal of the organization" went from roughly 10% to 98%. Nearly every employee at CGC can now connect their daily work to the organization's goals, with the biggest shift in operations and support roles such as compliance, people operations, financial stewardship and administrative support.

What made the difference, in CGC's words: visibility first, then simplicity, time in the system and steady internal communication.

AT A GLANCE

ORGANIZATION
501(c)(3) nonprofit investment firm financing clean energy and infrastructure, founded 2012

USING INSPIRE FOR
Strategy and OKRs, goal cascade, performance cycles and ongoing check-ins

> "Knowing that nearly every employee could confidently connect their work to divisional goals reinforced that we were building the kind of culture we aspire to create."
>
> **Crystal DeLoach**
> People Operations Manager, CGC

> "Your team has consistently operated as a true partner rather than a software vendor."
>
> **Crystal DeLoach**
> People Operations Manager, CGC

Baseline is a CGC leadership estimate for the prior year; 98% is from CGC's 2026 engagement survey. Results reflect CGC's leadership work and Inspire together.

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