



Wisconsin
Electric
Cooperative
Association

Culture & Communications

October 7, 2026 | Holiday Inn South, Eau Claire



CORE-
Approved

Building a Cooperative That Works and Welcomes

In an electric cooperative, strong communication and a thriving workplace culture don't just happen—they are intentionally created and actively maintained. This full-day interactive workshop explores the powerful relationship between communication and culture, the shared responsibility of shaping both, and how they influence the co-op's ability to serve members, adapt to change, and support one another as a team.

Participants will reflect on how communication patterns reflect values, how culture affects behavior and productivity, and how both can be improved—not just by leadership, but by everyone in the organization. Together, we'll identify practical strategies to foster a learning culture, improve trust and transparency, and strengthen the co-op as a place where people want to contribute and grow.

INSTRUCTOR

Teri Wallis
Terilyn Wallis Consulting

PROGRAM

Registration: 8:30–9 a.m.

Program: 9 a.m.–4 p.m.

REGISTRATION DEADLINE

Friday, September 25

LEARNING OBJECTIVES (see page 2 for more details)

- Understanding the Link Between Communication and Culture
- Ownership and Accountability—Who Shapes Culture and Communication?
- Culture That Learns—Growing from Within
- Practical Strategies for Change—Moving Forward Together
- Personal and Team Commitments

WHO SHOULD ATTEND

This program is ideal for:

- Line employees and frontline staff
- Mid-level supervisors and operations leaders
- Senior management and executive teams

This program is an **ECLIPSE-approved CORE course**.

Anyone can take this course and is not limited to ECLIPSE participants.

REGISTRATION

Co-ops participating in the pre-payment plan: 1½ Skill Builder Credits per participant

Register online at:
[WECA Event Calendar](#)

QUESTIONS?

Contact Wendy Fassbind at
(608) 467-4589 or
wendy@weca.coop

PROGRAM LOCATION

Holiday Inn South

4751 Owen Ayres Court
Eau Claire, WI
(715) 830-9889

ROOM BLOCK

Room Block Name: WECA

Room Block Rate:
\$121 (double queen)

Room Block Expires:
Friday, September 4

Room Block Link:
[October Room Block](#)

Rooms may be available under the room block after the cut-off date only if the hotel has rooms available. Contact the hotel directly to book rooms after the deadline.

Thank you to our
program sponsors!



Strong foundations. Stronger cooperatives.



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LEARNING OBJECTIVES

Session 1: Understanding the Link Between Communication and Culture

- Define organizational culture and identify how communication shapes (and is shaped by) workplace culture.
- Explore the feedback loop between behaviors, norms, and the spoken/unspoken messages they reinforce.
- Recognize how culture and communication directly impact employee satisfaction, member service, safety, and change readiness.

Session 2: Ownership and Accountability—Who Shapes Culture and Communication?

- Understand the role of leadership, supervisors, and every team member in cultivating culture and setting communication tone.
- Identify common communication breakdowns and cultural blind spots within cooperative environments.
- Discuss real-world cooperative examples where employee engagement and leadership alignment improved the work environment.

Session 3: Culture That Learns—Growing from Within

- Discover the hallmarks of a learning culture: curiosity, safety, reflection, and responsiveness to feedback.
- Learn how to encourage new ideas, speak up about concerns, and model accountability—regardless of role or level.
- Understand how cultural inertia can be challenged with purpose, clarity, and consistent action.

Session 4: Practical Strategies for Change—Moving Forward Together

- Develop cooperative-specific strategies to improve transparency, trust, and collaboration across departments and levels.
- Build a communication action plan that supports evolving values, generational shifts, and future work trends.
- Identify small wins that lead to big change in culture and communication—and how to measure progress.

Session 5: Personal and Team Commitments

- Reflect on individual and team behaviors that either support or hinder a healthy culture.
- Write team-based and personal commitments to improving communication and reinforcing a culture of respect, purpose, and pride.
- Create shared goals to make your cooperative not just a good place to work—but a great one.