

Managing a utility is a complex challenge that benefits from a methodology based on systems thinking. WISE is a program to improve utility management.

At the center of this effort is the development of documented business processes, using a standard methodology, covering the entire value chain for water and wastewater organizations. Business process documentation is absent or deficient in most utilities, however business processes are being integrated with workforce organizational culture and technology. Producing such documentation in a standard business process model, consistent with an ISO standard, captures defined details of "system" characteristics and enables sharing of practices and business processes across organizations.



**"WISE empowers utilities to become utilities of the future."**  
 - Zonetta English, Strategic Initiatives & Project Delivery Director, Louisville MSD

**"We view WISE as unique and innovative one-stop shop to share best practices, improve business processes, and strengthen our staff capabilities."**

- Todd Swingle, Executive Director, Toho Water



**"WISE is truly innovation for management!"**  
 - Jackie Jarrell, Deputy Director, Charlotte Water

#### Benefits from participating in the WISE program:

- Get access to extensive subject matter expertise
- Develop and share team-produced business processes and artifacts
- Collaborate with utility partners across the U.S. and the globe
- Learn, develop and apply leading industry peer practices
- Improve individual utility work with demonstrated cost savings and standardization
- Create maturity models, assessment tools and employee surveys to address workforce and organizational culture
- Identify "as is," future "to be" state and assess methods to implement change processes
- Integrate people, processes and technology at a strategic, operational and tactical level
- Get on the VIP list at the annual WEFTEC conference
- Accelerate the learning of entrepreneurship and innovation skills through Startup Mundi, a gamified experience



#### Empower Young Professionals

As part of the WISE program, young professionals will receive:

- Exposure to leadership opportunities within the program
- Mentorship from senior managers and GMs at partner utilities
- Speaking engagements at the Utility Management Conference, WEFTEC conference, and one-off meetings
- Features in WEF newsletters and interview spotlights in WEF podcasts

#### Become a WISE Ambassador

As part of the WISE program, interested consultants will:

- Engage with a WISE utility partner and enable them to get value from the WISE program
- Get trained and certified in the business process modeling tools available to WISE utilities
- Along with the core program team support utility partners in topic-specific program areas
- Receive access to utility partner in-person and virtual meetings
- Increase capacity building within your consultancy