



Types of Electrification Coaches

	Connector	Guide	Mentor	Educator
Technical know-how	Basic understanding of and enthusiasm for electrification technologies	Has some lived experience with some electric appliances solutions	Extensive electrification knowledge	Comprehensive electrification knowledge
Training	Light technical training	A medium level of technical training, whether self-guided or professional	A high level of training and/or professional certification	Receives hands-on training to facilitate Electrification 101 courses
Activities	<ul style="list-style-type: none"> Supports other coaches with outreach and administrative needs Directs residents to resources and educational materials Responds to inbound questions received through online forms and forums, or by phone 	<ul style="list-style-type: none"> Guides individuals in learning about electrification projects & solutions Reviews contractor bids & recommendations Helps individuals understand rebates & incentives Builds electrification roadmaps tailored to client needs 	<ul style="list-style-type: none"> Assist residents in learning more about solutions and providing appropriate guidance Support Coaches, Concierges, and Educators with technical knowledge & coaching tactics Develops new resources as needed Co-manages or moderates online community of practice 	<ul style="list-style-type: none"> Identifies speaking opportunities within their community or online Works with team to design and deliver presentation materials
Attributes	<ul style="list-style-type: none"> Strong communicator Organized Good at solving problems Digitally savvy Flexible schedule 	<ul style="list-style-type: none"> Excited to grow & share technical materials Strong empathy & listening skills Interest in hosting demo events, online or in-person Schedule driven by client needs 	<ul style="list-style-type: none"> Passion for coaching peers Prefers to work collaboratively & hands-on Strategic thinker Fixed schedule 	<ul style="list-style-type: none"> Simplifies complex topics Comfortable presenting to large groups, in-person or online Strong storytelling & presentation skills Fixed schedule