

Copperleaf thrives by creating a collaborative space



▲ Copperleaf employees at the company's IPO party.

For a quintessential example of how **Copperleaf Technologies Inc.** engages its employees, consider the case of Sarah Ziegler.

After the Queens University engineering graduate started at the Vancouver-based decision analytics software provider, she was bubbling up with opinions and ideas – except at big company gatherings.

“My manager noticed that and they set me up with a mentor,” recalls Ziegler, who started at Copperleaf in 2018. That mentor, controller Jody Kidd, and Ziegler came up with an “actionable plan,” which called for Ziegler to follow Kidd’s lead at a subsequent company meeting.

“I saw her raise her hand and ask a question,” says Ziegler, now a company consultant. “And I was able to say to myself, oh, Jody just asked the question, she was not freaking out, I can do it myself. I’ve really improved my confidence through that program.”

Getting your employees to speak up is one thing; listening to them is another. Ziegler found that the latter was also the case at a regular company group meeting called Women in Tech, where she recommended that the mentorship program should be formalized across all parts of Copperleaf. Her idea was so well-received that she was asked to help spearhead a company-wide drive to expand the initiative.

Copperleaf is always looking for

ways to improve the experience of employees, whom the company likes to call Copperleafers, says Linda Lupini, global vice president of employee experience.

“The word ‘employee’ sounds odd to us,” Lupini says. “We’re just kind of all partners working collaboratively within the company.”

Copperleaf strives to create an environment where anybody can put forward or challenge an idea. The company also ensures all staff get to vote on important matters. And if a plan impacts an employee significantly, they can veto that decision, regardless of their hierarchy at the company.

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you add that’s not monetary,” Lupini says. “It’s about how you feel, how you act and interact every day, and that’s our culture.”

Copperleaf is a fast-growing company that operates in 25 countries across the Americas, Europe and the Middle East, and Asia Pacific. It creates sophisticated enterprise software powered by artificial intelligence that helps companies managing critical infrastructure make investment decisions that deliver the highest business value.

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Copperleaf puts the same commitment into giving its clients a positive experience as it does its employees, Lupini says.

When COVID-19 restrictions hit, the company was able to move most of its people seamlessly to working from home, while



▲ Create Joy is one of **Copperleaf’s** cultural tenets.

continuing as many activities in person as possible. To further ease the pandemic burden, Copperleafers get a budget to buy things they need to work more comfortably at home, like a standing desk. Staff also get a wellness allowance, while the benefits program was upgraded to

include more funding for mental health benefits.

Copperleaf invests in helping local communities through initiatives it whimsically labels Random Acts of Delight. And, in true Copperleaf fashion, it allows employees to vote on causes to support. One recent beneficiary in

New Westminster has been Aunt Leah’s Place, which provides housing and resources for youth transitioning out of foster care.

Another focus has been the company’s commitment to diversity, equity and inclusion. DE&I initiatives are close to the heart for staff like Ziegler.

“They promote an environment of openness, trust and vulnerability, a place where everyone’s opinions and contributions are valued regardless of their background,” Ziegler says. “The emphasis on DE&I here at Copperleaf creates a collaborative atmosphere that drives our company’s success.” ■

240

full-time staff in
Canada

18

weeks, leave top-up for
birthing/non-birthing
parents

3

weeks, starting vacation
allowance, plus 1-week
paid holiday break

5%

of salary, RRSP
contribution by company

