

The Ugly Side of the Learning Curve

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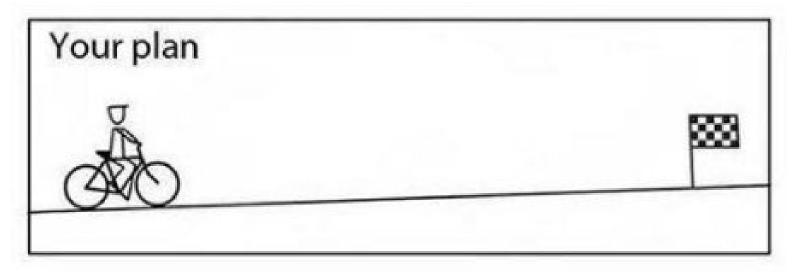
CREATING VALUE THROUGH EFFICIENCY AND INNOVATION!

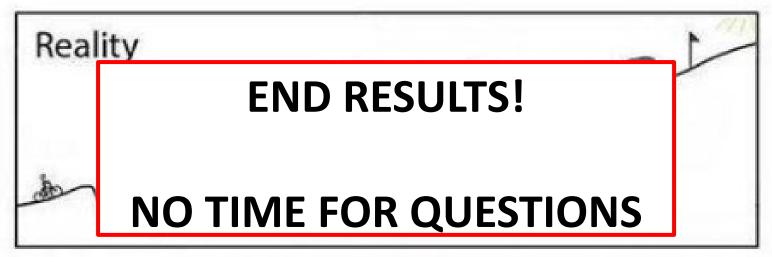
Overview

- Results-focused project reviews
- Converting learnings into value
- Evolution of a development program: the good, the bad, the **ugly**
- How can we leverage the ugly side of the learning curve?
- Audience participation (time pending)



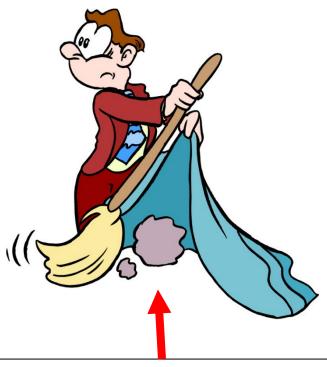
All Glory, No Guts







Results-Driven Project Reviews



What are you sweeping?

- 1. Dust (minor problems)
 - Probably fine
- 2. Dog Shit (big problems/opportunities)
 - Not fine*

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- Focus on tangible results from the project
 - Improved production, revenue
 - Reduced time, costs

Why do results get all the love?

- **TIME –** our most precious commodity
- Busy teams, "bottom line up front" **B.L.U.F.**
- Charts and graphs (bright, shiny objects)



PSYCHOLOGY – an engineer's mind is a scary place

- Need to find the "right" answer
- Too proud to admit mistakes

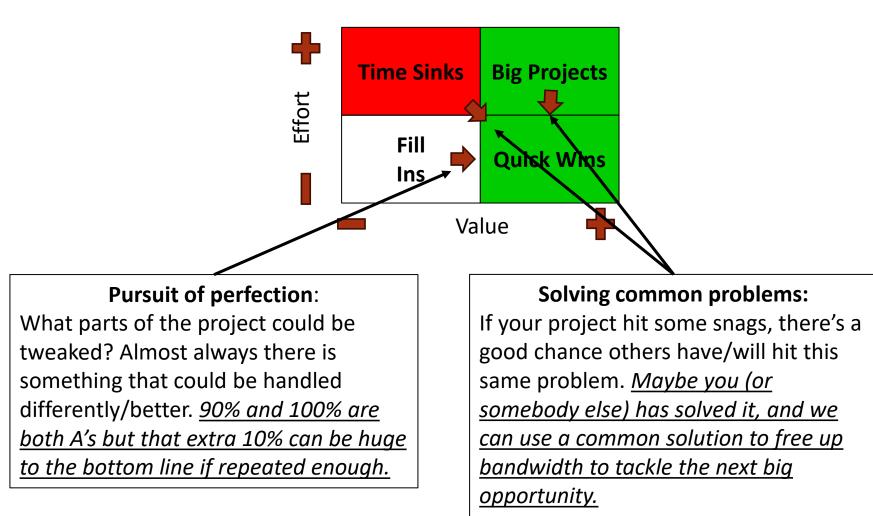


COMPETITION – real or perceived

- Internal (business units, co-workers)
- External (potential investors, clients)

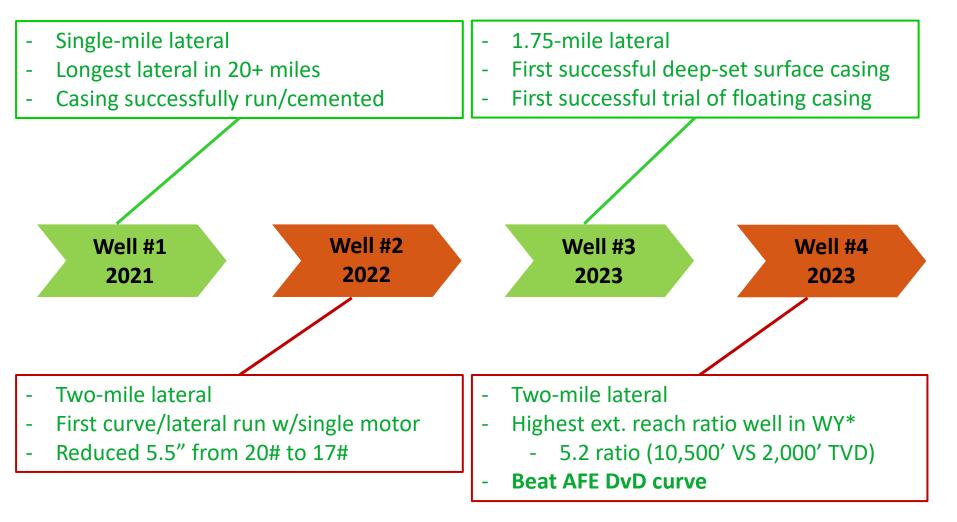
*Please consult your housekeeper

What are we missing?





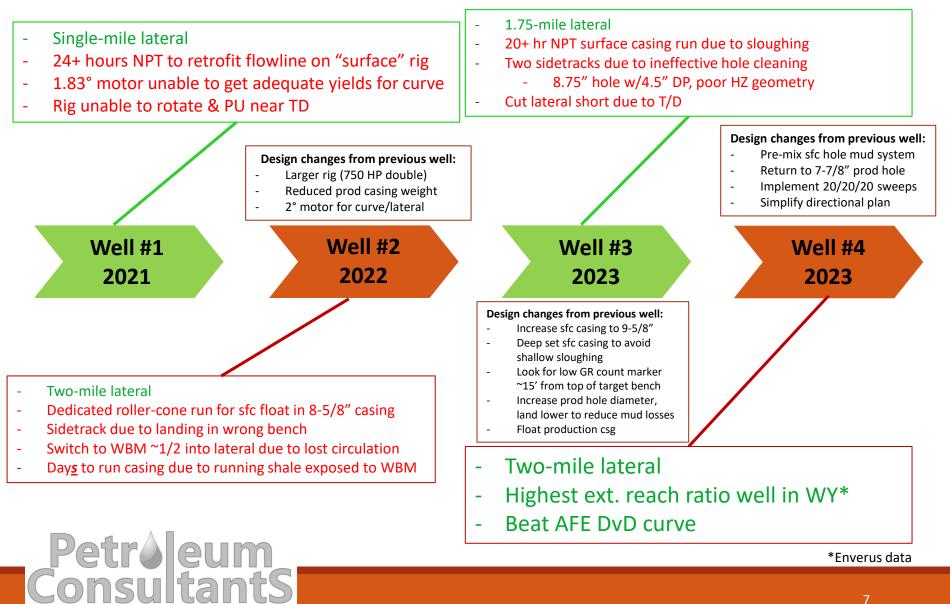
Shallow Horizontal Drilling Program





*Enverus data

Shallow Horizontal Drilling Program



Shallow Horizontal Completion Program





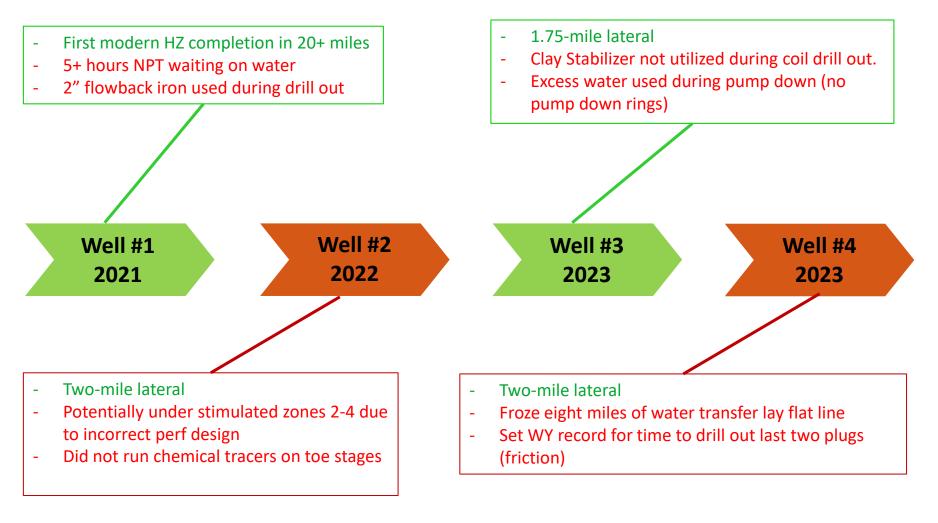
Questions?



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*standing ovation not required but appreciated

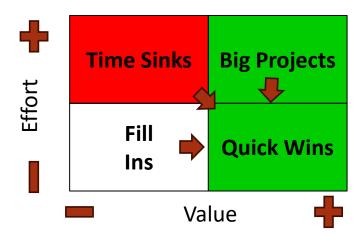
Shallow Horizontal Completion Program





Final Thoughts

- Sometimes the journey is more important than the destination
- Oil & gas industry = "opportunity-rich" environment



How can we use the ugly side of the learning curve?

Students/Early Career

- Don't be afraid to admit not having an answer, ask questions
- Seek out "institutional knowledge" from experienced personnel
- Embrace lookbacks/review processes
 - Capture learnings ASAP

Leaders

- Create opportunities for collaboration & knowledge sharing (internal & external)
 - E&P sharing gaining traction
 - "A rising tide lifts all ships"
- Capture/share learnings, use them to improve future projects



Questions?



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