



 ENERGY WORKFORCE
& TECHNOLOGY COUNCIL

**LEARNING &
DEVELOPMENT
PROGRAMS**

OUR **PURPOSE** IS TO **EMPOWER** THE ENERGY **WORKFORCE** OF THE **FUTURE**

About the Council

The Energy Workforce & Technology Council (the Council) is empowering the energy workforce of the future. We represent more than 450 energy technology and services companies working to help deliver a safe, profitable and sustainable low-carbon future. We are transforming energy by giving our members the tools, information and representation they need to boldly enable a low-carbon future – safely, profitably and sustainably.

We connect, educate, support and advocate for energy companies and workers of today and tomorrow. Our foresight and expertise elevate our industry with governments, industry partners and communities around the globe. And we foster innovations that will shape our industry and improve our changing world.

As the national trade association for the energy technology and services sector, representing more than 600,000 jobs in the technology-driven energy value chain, the Council is known as a trusted resource, advancing member policy priorities and providing targeted workforce development for the entire oilfield services sector.



ACCELERATE **GROWTH** THROUGH **LEARNING & DEVELOPMENT**

Council Programs

Based on our mission to advance our industry and those within it, the Council offers a range of relevant programs designed to educate, empower and elevate its individual members and member companies. Our goal is to equip current and future leaders with the tools they need to grow and evolve the energy industry, enhance its reputation and position it as a driver of the global economy.

The Executive Leadership Programs provide an opportunity for high potential employees to further develop their leadership skills. The program will prepare future leaders for the responsibilities they will face and the qualities they will need as they successfully advance in their organizations.

The Inclusion & Diversity Business Champion Program provides education and current best practices for leaders across functions who want to better understand how to incorporate inclusion and diversity principles. The course includes practical insights and tools that will help you successfully affect internal change and build a culture that embraces inclusion and diversity.

The ESG Certification Program educates members on the evolving ESG landscape including criteria, regulations, reporting and best practices. The program shares practical guidelines on building an effective ESG strategy for your company and the “why”, “how”, and “what” related to the development of a successful reporting strategy and framework.

Why Join?

- Learn from the best and stay at the forefront of your field
- Expand leadership capabilities
- Receive executive coaching and mentorship
- Network with industry peers and other company leaders
- Build relationships with leading industry executives

Become a Certified Executive

Members who complete each of the Council’s three signature training programs will be recognized as an Energy Workforce & Technology Council Certified Executive. The designation signifies that the member has received the development required to address key defining issues for the future of our industry. Members typically participate in one program at a time; however, they can be overlapped.



EXECUTIVE LEADERSHIP PROGRAM

“The Executive Leadership Program is a valued tool I’ve utilized for many years to develop my teams.”

Robert Drummond

President & CEO,
NexTier Oilfield Solutions



NEXT GENERATION LEADERS

Executive Leadership Programs Overview

The Council's Executive Leadership Programs prepare high-performing, high-potential individuals for their role as the next generation of industry leaders. Whether currently in an executive or leadership role or advancing to a new leadership role, the Programs provide an external opportunity to engage in a structured year-long curriculum that will develop key leadership competencies and skills in preparation for the responsibilities of future roles.

Three program paths are offered: Advanced Business Development, Engaging Leadership and Strategic & Branded Executive. Each path offers unique development opportunities including mentorship with an experienced industry executive, personal executive coaching, program accountability, assessments, group seminars, best practice knowledge sharing and peer-level networking. The Council views the three program paths as progressive in one's leadership development journey. The recommended mode of enrollment is 1. Advanced Business Development, 2. Engaging Leadership and 3. Strategic & Branded Executive; however, participants may enroll in any order as they see fit. The Programs are led by the Council's Emerging Executives Committee, in partnership with Envision, an innovative global leader in corporate advising and coaching.

Curriculum for all Programs

- 4 half-day interactive webinars
- 4 best practice knowledge sharing webinars
- 3 individual mentoring meetings (self-identified or paired by the Council). Mentor briefing document is included.
- 2 one-on-one executive coaching sessions and 1 group coaching webinar
- Attendance at 2 Council meetings
- Quarterly networking sessions
- StrengthsFinder assessment and personal review
- Optional additional activities provided during course

Program Details

Program Duration – 12 months

Time Investment – 4 hours per month

Financial Investment – Members \$2,100,
Non-members \$3,000

Program Sponsorship – \$5,000 per organization

Discount available for 3 or more participants.



ADVANCED BUSINESS DEVELOPMENT PROGRAM

Who It's For

Business Development Professionals

Overview

This business development and sales skills training course develops the skills and behaviors to confidently sell and develop long-term relationships inside and outside of the organization. The training will provide you with a range of business development tools and techniques needed to make a consultative and solutions-based selling approach successful. You will learn strategies that help you build trust, understand clients' needs and respond to a variety of selling scenarios.

Learn How To

- Sell strategically to leaders high on the org chart
- Understand selling to different personality types
- Follow a sales process to guide conversations and sales meetings
- Prepare thoroughly for client interactions to ensure you utilize time efficiently and maximize results
- Make a great first impression with professional openings to business development and sales conversations
- Identify and understand buying and decision-making processes and criteria
- Use negotiation to create win/win outcomes
- Create client advocates to ensure the door is comfortably opened for future growth
- Skillfully and confidently handle questions and objections

2022 Webinar Dates

Class Webinars

Feb 22, May 17, Sept 13, Nov 1 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 22, Jun 14, Oct 11, Dec 6 (12pm–1pm)

ENGAGING LEADERSHIP PROGRAM

Who It's For

Senior Leaders, High-potential Employees, Individuals Assuming a First-time Leadership Role

Overview

This Program explores practices that support the development of healthy, productive organizational networks and culture. Participants will be equipped with leadership tools that create momentum and break down organizational silos such as dialogue, facilitation, powerful questioning, effective listening and coaching. Learn how to identify strategies to create a collaborative, resilient workplace and help align and motivate people with the organization's vision in positive, productive ways.

What You Will Learn

- The difference between a leader and a boss
- How and when to apply the six most common and effective leadership styles including coaching
- How and when to use a simple 6-step coaching model and coach with VISION
- Identification methods to help determine who to coach and develop
- How to lead with influence
- How to listen with intention
- Envision's Level 5: People Development™
- Three effective forms of feedback, which form to use and how to deliver it

2022 Webinar Dates

Class Webinars

Feb 24, May 19, Sept 15, Nov 3 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 22, Jun 14, Oct 11, Dec 6 (12pm–1pm)

Middle East Engaging Leadership Cohort

Class Webinars

Mar 8, May 24, Sept 20, Nov 8 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 22, Jun 14, Oct 11, Dec 6 (6pm–7pm GST)

STRATEGIC & BRANDED EXECUTIVE PROGRAM

Who It's For

Senior Leaders, High-potential Employees, Individuals Assuming a First-time Leadership Role

Overview

This program will guide, coach and equip participants with the skills and tools to develop a stronger and more strategic future as a leader. Through group discussions, exercises, videos, self-reflection and experiential coaching, participants will learn how to enhance their personal executive brand and establish a more commanding presence and confidence needed at the leadership level. The Program will teach participants how to leverage planning tools, processes and skills to navigate toward their true potential in any size organization or corporation.

Learn How To

- Manage your personal brand to initiate, inspire and influence
- Build and sustain a consistent, authentic executive brand and presence
- Expand strategic leadership competencies to lead and engage with clarity
- Communicate with clarity, passion and inspiration
- Create and align objectives and goals within any size team
- Develop a focused strategic plan of action that supports and aligns with your organization's overall strategy

2022 Webinar Dates

Class Webinars

Feb 23, May 18, Sept 14, Nov 2 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 22, Jun 14, Oct 11, Dec 6 (12pm–1pm)