



 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 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 prepares 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

The Field Operations Leadership Program is a two-day seminar with a one-on-one executive coaching session designed to transform managers from individual contributors into effective leaders. The program materials are suitable for frontline workers, field service crew and anyone new to a role in field operations.

The Finance for Non-Financial Professionals Program aims to increase financial literacy and help employees understand their role in strategic decision-making, including understanding the complexities of financial statements, capital budgeting and the importance of cash flow.

Become a Certified Executive

Members who complete each of the Council’s 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)

INCLUSION & DIVERSITY
BUSINESS **CHAMPION** PROGRAM

“This is a unique
program that isn’t being
offered elsewhere.”

Dave Warnick

SPM Oil & Gas

A Caterpillar Company



DRIVE PROGRESS THROUGH INCLUSION & DIVERSITY

Inclusion & Diversity Champion Program

The Inclusion & Diversity Business Champion Program will provide tangible tools and information for leaders across functions to effect internal change, focusing on building internal organization capabilities related to inclusion and diversity. The year-long program is designed to guide participants through the process of building a strategy, establishing a culture that values diversity, and recruiting, engaging and mobilizing leaders.

Utilizing an interactive webinar format, mentoring/coaching and executive sponsorship, the course will leverage the Council's Diversity Toolkit and strategies to help companies create individual plans of action. Course content includes perspectives from leading diverse global companies and industry leaders. The Program is led by the Council's Inclusion & Diversity and Human Resources Committees, in partnership with Envision, an innovative global leader in corporate advising and coaching.

Learn How To

Create common goals. Common goals help forge cultural bonds and systemic beliefs. Learn the level of engagement required to make diversity and inclusion efforts successful within your organization.

Confront unconscious bias. We all have unconscious biases that originate in our "reptile" brain – the amygdala – which reacts instinctively and strongly when it is confronted with an image different than self. Learning

how to recognize this and ways to move to the logical side of our brain will help bring awareness of and shift this "other-ness" reaction.

Focus on inclusion. Inclusion goes beyond just hiring for diversity. The course equips you with ways to actively seek out, embrace and encourage inclusivity within your organization so that you can realize value from different perspectives and ways of approaching and solving problems.

Move away from prohibitive language. Identify ways language can be a powerful way to lean into a diverse workplace instead of demanding or requiring that all employees accept each other.

Curriculum

- Course pre-work utilizing the Council Diversity Study Maturity Index to self-assess, change management tools
- Four half-day interactive webinars on key learnings: Inclusion Journey, Unconscious Bias, Talent Pipeline and Retention, Business Case for Building and Sustaining facilitated by Accenture
- Coaching and mentorship
- Two executive plenary sessions with executive sponsor
- Final report outlining plan for internal integration

At a Glance

Who It's For

Cross-functional Leaders, Business Executives, Operational Leaders, Mid- and Senior-level Managers, New Leaders, Individuals Identified in Succession Planning

2022 Webinar Dates

Class Webinars

Mar 9, May 25, Sept 21, Nov 9 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 23, Jun 15, Oct 12, Dec 7 (12pm–1pm)

Program Duration

12 months

Time Investment

4 hours per month

Financial Investment

Members – \$2,100

Non-Members – \$3,000

Discount available for 3 or more participants.

Program Sponsorship

\$5,000 per organization

ESG CERTIFICATION PROGRAM

“Every meeting, every one-on-one discussion helped me to grow and consider different perspectives; to explore what ESG meant not only to Kodiak but to our customers and industry.”

Kathy Norris

VP of Business Development & ESG Innovations
Kodiak Gas Services

LEAD WITH ESG

ESG Certification Program

Organizations must be responsive to society's shifting expectations around ESG (Environmental, Social & Governance) and open to adapting to the many opportunities and challenges that the future holds. The Council's ESG Certification Program, the only one focused solely on the Energy industry, provides participants with the knowledge and tools needed to implement and sustain an ESG program. The comprehensive curriculum includes a series of lectures, best practice knowledge sharing and interactive discussions on frameworks, materiality, and reporting relevant to the industry. Participants will learn how to think through their company's ESG approach and reporting framework to provide investors and other interested stakeholders with the information they need. Each program session builds on the previous with an emphasis on information sharing, networking and engagement. The Program is led by the Council's ESG Committee, in partnership with Envision, an innovative global leader in corporate advising and coaching.

You Will Learn

- ESG history and program fundamentals
- Best practices and practical tips for leadership in the current environment
- Current and emerging ESG issues and regulations like emissions and auditing

- How to incorporate ESG strategies and solutions into your organization
- Practical guidelines on why, how and what to report
- Guidance on the development of a reporting strategy and framework for your organization
- Techniques to develop your ESG message as a market differentiator

Curriculum

- Program course-book
- 4 half-day interactive online webinars
- 4 best practice knowledge sharing sessions
- 2 executive coaching sessions
- 2 accountability partner meetings
- Attendance at 2 Council Meetings
- Final report outlining plan for internal integration



At a Glance

Who It's For

Energy Industry Professionals, Consultants, C-suite Executives and Strategy, Legal, Finance, Investor Relations, QHSE, Marketing and Corporate Communications Leaders

2022 Webinar Dates

Class Webinars

Mar 10, May 26, Sept 22, Nov 10 (8am–12pm)

Best Practice Knowledge Sharing Webinars

Mar 24, Jun 16, Oct 13, Dec 8 (12pm–1pm)

Program Duration

12 months

Time Investment

4 hours per month

Financial Investment

Members – \$2,100

Non-Members – \$3,000

Discount available for 3 or more participants.

Program Sponsorship

\$5,000 per organization

FIELD OPERATIONS LEADERSHIP

Field Operations Leadership Program

The Field Operations Leadership Program is a two-day seminar with a one-on-one executive coaching session designed to transform managers from individual contributors into effective leaders by learning about their personality preferences and understanding how they interact with their team. Change management, goal setting and effective communication are a few of the tools that will be shared. Participants will receive a one-on-one executive coaching session following the initial two-day seminar.

You Will Learn

- Leadership essentials
- Understanding personalities and behavioral styles
- Mastering change and change management
- Goal setting and accountability
- Strategies for effective communication
- Managing off-site workers
- Stakeholder management and managing up
- Staffing and recruiting critical talent

Curriculum

- Program course-book
- 1 two-day seminar
- 1 executive coaching session

At a Glance

Who It's For

Front-Line Workers, Field Service Crew, Technicians, Service Managers, Anyone New to a Role in Field Operations

2022 Dates

In-Person: Jun 7-8

Virtual: Jun 21-22

Program Duration

2 days

Financial Investment

Through May 17

Early-Bird Members – \$2,100

Early-Bird Non-Members – \$3,000

After May 17

Early-Bird Members – \$2,500

Early-Bird Non-Members – \$3,400

Discount available for 3 or more participants.

Program Sponsorship

\$5,000 per organization



FINANCE FOR NON-FINANCIAL PROFESSIONALS

Finance for Non-Financial Professionals Program

The Finance for Non-Financial Professionals Program aims to increase financial literacy and help participants understand their role in strategic decision-making. This program will help participants understand the complexities of financial statements, capital budgeting and the importance of cash flow. Course participants are assumed to have no prior knowledge of accounting and finance. The course is based on the fundamentals of accounting and finance, but does not require any prerequisites. Participants will receive a one-on-one executive coaching session following the initial two-day seminar.

You Will Learn

- Financial management techniques to ensure survival and growth
- Financial analysis
- Cash flow analysis
- Management accounting
- How business financing decisions should be made
- Capital structuring decisions
- Cost accounting and auditing

Curriculum

- Program course-book
- 1 two-day seminar
- 1 executive coaching session

At a Glance

Who It's For

Professionals Without a Finance Background

2022 Dates

Sept 19-20

Program Duration

2 days

Financial Investment

Through May 17

Early-Bird Members – \$2,100

Early-Bird Non-Members – \$3,000

After May 17

Early-Bird Members – \$2,500

Early-Bird Non-Members – \$3,400

Discount available for 3 or more participants.

Program Sponsorship

\$5,000 per organization

