



 ENERGY WORKFORCE  
& TECHNOLOGY COUNCIL

**LEARNING &  
DEVELOPMENT  
PROGRAMS**

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

## About Energy Workforce

Energy Workforce & Technology Council is empowering the energy workforce of the future. We connect, educate, support and advocate for energy companies and the 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 global energy technology and services sector, representing more than 600,000 U.S. jobs in the technology-driven energy value chain, Energy Workforce 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

## Energy Workforce Programs

Based on our mission to advance our industry and those within it, Energy Workforce 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 programs prepare future leaders for the responsibilities they will face and the qualities they will need as they successfully advance in their organizations.

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

**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.

**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

## 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

complexities of financial statements, capital budgeting and the importance of cash flow.

**Oil & Gas 101** offers a full overview of the industry across the value chain – from exploration, drilling and refinement to production of oil and natural gas wells, including presentations on related subjects, such as economics and government affairs. This two-day training session is good for those just entering the industry or those needing a broader understanding.

## Become a Certified Executive

Members who complete two of Energy Workforce’s signature year-long 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 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.

Four program paths are offered: **Advanced Business Development, Engaging & Influential Leader, Strategic & Branded Executive** and **Inclusive Leader**. 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.

Energy Workforce views the four program paths as progressive in one's leadership development journey. The recommended mode of enrollment is

1. Advanced Business Development, 2. Engaging & Influential Leader, 3. Strategic & Branded Executive and 4. Inclusive Leader; however, participants may enroll in any order as they see fit.

The Programs are led by the Emerging Executives Committee, in partnership with Envision, an innovative global leader in corporate advising and coaching.

## Curriculum for all Programs

- Four half-day interactive webinars with in-person options to attend watch parties in Houston
- Four best practice knowledge-sharing webinars
- Three individual mentoring meetings (self-identified or paired by Energy Workforce). Mentor briefing document is included.
- Two one-on-one executive coaching sessions and one group coaching webinar
- Attendance at two Energy Workforce meetings
- Quarterly networking sessions
- StrengthsFinder assessment and personal review
- Optional additional activities provided during course

### Program Duration

12 months

### Time Investment

4 hours per month

### Financial Investment

Through January 31

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

After January 31

Members – \$4,500

Non-Members – \$5,500

Discount available for three or more participants.

### Program Sponsorship

\$5,000 per organization



## 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

### [➔ REGISTER](#)

#### 2023 Course Dates

##### Class Webinars

Feb 21, May 9, Sept 12, Oct 31 (8 a.m. – 12 p.m.)

##### Networking Webinars

Mar 21, Jun 13, Oct 10, Dec 5 (12 p.m. – 1 p.m.)

## ENGAGING & INFLUENTIAL LEADER

### 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 six-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

### [➔ REGISTER: Global](#)

### [➔ REGISTER: Permian](#)

#### 2023 Course Dates (Dates same for Permian)

##### Class Webinars

Feb 23, May 11, Sept 14, Nov 2 (8 a.m. – 12 p.m.)

##### Networking Webinars

Mar 21, Jun 13, Oct 10, Dec 5 (12 p.m. – 1 p.m.)

## 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

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### 2023 Course Dates

#### Class Webinars

Feb 22, May 10, Sept 13, Nov 1 (8 a.m. – 12 p.m.)

#### Networking Webinars

Mar 21, Jun 13, Oct 10, Dec 5 (12 p.m. – 1 p.m.)

## INCLUSIVE LEADER PROGRAM

### Who It's For

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

### Overview

The Inclusive Leader 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.

### Learn How To

- Establish a change leadership strategy and stakeholder engagement program
- Learn the level of engagement required to make diversity and inclusion efforts successful within your organization
- Confront unconscious bias and focus on inclusion
- Understand factors to recognize company culture and where it should be in the future
- Talent pipeline and retention
- Sustainability and long-term planning to implement major change in organizations

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### 2023 Course Dates

#### Class Webinars

Mar 8, May 17, Sept 20, Nov 8 (8 a.m. – 12 p.m.)

#### Best Practice Knowledge Sharing Webinars

Mar 22, Jun 14, Oct 11, Dec 6 (12 p.m. – 1 p.m.)

# FIELD OPERATIONS & OPERATIONS LEADERSHIP PROGRAMS

## Field Operations Leadership Program Operations Leadership Program

These two-day seminars with a one-on-one executive coaching session are 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

[➔ REGISTER: Jun 7-8](#)

[➔ REGISTER: Jun 19-20](#)

[➔ REGISTER: Aug 1-2](#)

[➔ REGISTER: Oct 19-20](#)

[➔ REGISTER: Nov 16-17](#)

### At a Glance

#### Who It's For: Field Operations

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

#### Who It's For: Operations

Front-Line Workers, Service Technicians, Project Managers, Shift Managers, Warehouse Managers and Anyone New to Operations

### 2023 Field Operations Dates

Midland: Jun 7-8

Virtual: Jun 19-20

Location TBD: Aug 1-2

Midland: Oct 19-20

### 2023 Operations Date

Location TBD: Nov 16-17

### Program Duration

2 days

### Financial Investment

Early-Bird Members (Three weeks before start) – \$2,100

Early-Bird Non-Members (Three weeks before start)– \$3,000

Members – \$2,500

Non-Members – \$3,400

Discount available for three 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. Energy Workforce'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 Energy Workforce'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
- Four half-day interactive online webinars
- Four best practice knowledge sharing sessions
- Two executive coaching sessions
- Two accountability partner meetings
- Attendance at two Energy Workforce Meetings
- Final report outlining plan for internal integration

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## 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

### 2023 Webinar Dates

#### Class Webinars

Mar 9, May 18, Sept 21, Nov 9 (8 a.m. – 12 p.m.)

#### Best Practice Knowledge Sharing Webinars

Mar 23, Jun 15, Oct 12, Dec 7 (12 p.m. – 1 p.m.)

### Program Duration

12 months

### Time Investment

4 hours per month

### Financial Investment

#### Through February 16

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

#### After February 16

Members – \$4,500

Non-Members – \$5,500

Discount available for three 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

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## At a Glance

### Who It's For

Professionals Without a Finance Background

### 2023 Dates

Sept 25-26

### Program Duration

2 days

### Financial Investment

Through September 4

Early-Bird Members – \$2,100

Early-Bird Non-Members – \$3,000

After September 4

Members – \$2,500

Non-Members – \$3,400

Discount available for three or more participants.

### Program Sponsorship

\$5,000 per organization



# OIL & GAS 101

## Oil & Gas 101 Program

Oil & Gas 101 is a comprehensive overview of oil and gas production. As the service and supply sector has become more technologically advanced and specialized, a thorough and broad understanding of the business can be hard to achieve.

Oil & Gas 101 gives a full overview of the industry across the value chain – from exploration, drilling and refining to production of oil and natural gas wells, including presentations on related subjects such as economics and government affairs. Want to know about 4-D seismic? When and how to stimulate a declining well? What it takes to drill underneath 15,000 feet of water? It will all be covered in Oil & Gas 101.

## You Will Learn

- Energy Market Outlook
- History of the Industry
- Geology and Seismic
- Rig Systems and Drilling the Well
- Completions and Flow Equipment
- Innovations in Oil & Gas
- Energy Sources that Power the Oilfield
- Subsea Infrastructure
- Midstream
- Refining
- Supply Chain
- Emissions/Efficiencies in Production

[REGISTER](#)

## At a Glance

### Who It's For

Anyone New to Oil & Gas or Who Needs a Broader Understanding of the Industry

### 2023 Dates

Oct 4-5

### Program Duration

2 days

### Financial Investment

Through August 23

Early-Bird Members – \$550

Early-Bird Non-Members – \$800

After August 23

Members – \$650

Non-Members – \$925

Discount available for three or more participants.

### Program Sponsorship

**Title:** \$10,000, includes six registrations

**Breaks:** \$5,000, includes three registrations

**Networking:** \$2,500, includes two registrations

