



**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 650,000 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 energy 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 year-long programs prepare future leaders for the responsibilities they will face and the qualities they will need as they successfully advance in their organizations. Provided by Heidrick & Struggles and FranklinCovey.

**Building Business Acumen** provides employees with C-level insights of how an organization runs so they can align their efforts to your business goals and maximize your bottom line. This is a two-day course with one executive coaching session. Provided by FranklinCovey.

**Culture & Inclusion Leadership Development** explores and unlocks the power and impact of organizational culture and success for its employees over a two-day program with one executive coaching session. Participants will gain a deep understanding of their organization's culture, aligning values with behaviors, and the significances of fostering an inclusive culture. Provided by Leader's Edge Consulting.

**The ESG Certification Program** educates members on the evolving ESG landscape and positions participants to account for impending future catalysts. This year-long program provides actionable and impactful

## 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

intelligence and instruction, including not just the basics of ESG, but outlining "what is next." Provided by Pickering Energy Partners.

**Field Operations Leadership Program** is a two-day experiential program designed to provide practical insights and skills to equip front-line leaders in early stage management positions. Participants will learn their leadership styles and how to be situationally agile.

**Operations Leadership Program** is a program suitable for managers and anyone new to a role in operations leadership. Participants will be provided with research, insights and the tools necessary to develop into intentional, accountable and engaged leaders.

**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**

Board Director, Patterson-UTI

Former 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.

Three programs are offered: **Helping Clients Succeed, Integrated Leadership** and **Cultivating High Performing Teams & Cultures**. Each path offers unique development opportunities including mentorship with an experienced industry executive, personal executive coaching, program accountability, assessments, group seminars and peer-level networking.

The year-long programs are led by the Emerging Executives Committee, in partnership with Heidrick & Struggles and FranklinCovey.

## Program Sponsorship

\$5,000 per organization

## Curriculum for All Programs

- Four hybrid sessions
- Three individual mentoring meetings (self-identified or paired by Energy Workforce). Mentor briefing document is included.
- One-on-one executive coaching sessions with Heidrick & Struggles
- Attendance at two Energy Workforce meetings
- Quarterly networking sessions
- Optional additional activities provided during course

## Financial Investment

Discount available for three or more participants.

### Helping Client Succeed and Integrated Leadership Through January 31

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

Members – \$4,500

Non-Members – \$5,500

### Cultivating High Performing Teams & Culture Through January 31

Early-Bird Members – \$5,000

Early-Bird Non-Members – \$6,000

Members – \$5,500

Non-Members – \$6,500



## FranklinCovey All Access Pass

Participants in the Helping Clients Succeed course will also receive access to FranklinCovey's Impact Platform throughout 2024. The Impact Platform provides access to all of FranklinCovey's on-demand courses, microlearning, tools, videos and 360 assessments.

HEIDRICK & STRUGGLES



## HELPING CLIENTS SUCCEED

### Who It's For

Sales Professionals

### Overview

When you help your client get what they want in a way that they enjoy, they are more likely to do business again with you. This sales 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 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.

Course provided by FranklinCovey.

Each leader will receive two one-on-one coaching sessions from Heidrick & Struggles following each of the half-day sessions. They will also receive a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.

### What You Will Learn

- Prioritizing the sales funnel, prepare and plan
- Approach prospecting using "reason vs. random"
- Identify prospects based on the likelihood of becoming clients
- Address client's key issues
- Overcome objections by anticipating and practicing beforehand
- Developing a business case
- 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](#)

#### 2024 Course Dates

##### Virtual Classes

March 5-6, May 14, September 17 (8:30 a.m. – 4:30 p.m.)

## INTEGRATED LEADERSHIP: LEADING WITH INFLUENCE, AGILITY & ACCOUNTABILITY

### Who It's For

Senior Managers and Directors

### Overview

Designed for Senior Managers and Directors who are gaining exposure to cross functional leadership, this program is an interactive and experiential program designed to provide leaders the skills needed to lead with vision and navigate with influence on their teams and organization.

Participants will be provided with research, insights and the tools necessary to develop into influential, intentional and accountable leaders creating greater synergies across the organization.

Each leader will also receive four one-on-one coaching sessions with a professional coach certified through International Coaching Federation (ICF) following each of the half-day sessions.

Course and coaching provided by Heidrick & Struggles.

### What You Will Learn

- Six essential leadership styles and how to be situationally agile
- Explore the shadow of leadership and the impacts on culture, safety, productivity, engagement and trust
- Practice coaching and feedback
- Learning how to best leverage team's skills and capabilities
- Discover the factors and qualities of creating and leading high-performing teams
- Uncover team dynamics and how to foster better collaboration and results
- Design a talent portfolio to identify patterns of engagement, productivity and investments

### [REGISTER](#)

#### 2024 Course Dates

##### Virtual Classes

March 20, May 23, September 19, November 7 (8 a.m. – 12 p.m.)

# EXECUTIVE LEADERSHIP: CULTIVATING HIGH-PERFORMING TEAMS & CULTURES

## Who It's For

Senior Directors and Vice President Level Leaders

## Overview

This program is a quarterly interactive experiential program designed to provide insights and skills to prepare individual for potential future corporate level leadership. Participants will learn more about the responsibilities of enterprise level leadership through insights around The 7 Functions of an Executive Leadership team; how to be effective in communication with C-Suite leaders and a board of directors; effective leadership through coaching conversations; how to run effective meetings; and the importance and difference of working on the business versus working in the business.

Each leader will also receive four one-on-one coaching sessions with a professional coach certified through International Coaching Federation (ICF) following each of the half-day sessions.

Course and coaching provided by Heidrick & Struggles.

## What You Will Learn

- Understand the difference between business/function leadership vs. enterprise level and how success drives change
- Build knowledge around how to effectively communicate with executives
- How to effectively lead through a coaching and mentoring mindset
- Build skillsets in how to effectively "manage up"
- Understand the role of the leader in connecting the dots in order to bring future focused insights, guidance and priorities
- Create action plans for gaining commitment to intentionally and authentically become effective leaders

## ➔ REGISTER

### 2024 Course Dates

#### Virtual Classes

March 19, May 22, September 18, November 6 (8 a.m. – 12 p.m.)



# BUILDING BUSINESS ACUMEN PROGRAM

## Who It's For

This one-day seminar helps all employees – regardless of their experience or background – understand how their organization operates and makes money.

## Overview

Today's employees are increasingly specialized in order to have the greatest impact. But that often means they don't see how the whole organization runs, and how their role affects the bottom line. The course provides employees with C-level insights on how an organization runs so they can align their efforts to your business goals and maximize your bottom line. Leaders will be provided with a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.

Course and coaching provided by FranklinCovey.

## What You Will Learn

- Understand cash, margin, profitability, velocity and the process through which you can turn inventory or capital
- Learn to navigate an annual report with ease and communicate it clearly with others
- Strengthen critical thinking skills to effectively develop strategy

### 2024 Course Dates

#### In-Person Class

February 27 (8:30 a.m. – 4:30 p.m.) [➔ REGISTER](#)

#### Virtual Class

June 19 (8:30 a.m. – 4:30 p.m.) [➔ REGISTER](#)

One 360 coaching session

## Program Duration

One day

## Financial Investment

Through February 6

Early-Bird Members – \$1,100

Early-Bird Non-Members – \$1,500

Members – \$1,250

Non-Members – \$1,650

Discount available for three or more participants.

## Program Sponsorship

\$5,000 per organization

## FranklinCovey All Access Pass

Participants in the Business Acumen course will also receive access to FranklinCovey's Impact Platform throughout 2024. The Impact Platform provides access to all of FranklinCovey's on-demand courses, microlearning, tools, videos and 360 assessments.



**CULTURE & INCLUSION**  
LEADERSHIP **DEVELOPMENT** PROGRAM

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

**Dave Warnick**

Partner & Chief People Officer, ChasmBridge



# CULTURE & INCLUSION LEADERSHIP DEVELOPMENT PROGRAM

## Who It's For

People Leaders and HR Professionals

## Overview

Participants will explore and unlock the power and impact of organizational culture and success. Through insightful discussions, case studies and practical exercises, participants will gain a deep understanding of their organization's culture, aligning values with behaviors, and the significance of fostering an inclusive culture. Course and coaching provided by Subject Matter Expert Shanta Eaden, Leader's Edge Consulting.

## What You Will Learn

- Discover a leader's pivotal role in cultivating a culture of empathy and harnessing its transformative potential
- Understanding of barriers to inclusion and creating inclusive commitments to improve culture
- Leveraging decision-making across generations
- The traits of an inclusive leader
- Generational differences and cultural competencies
- Become a culture catalyst leader

## ➔ REGISTER

### 2024 Course Dates

In-Person Class

March 26-27 (9 a.m. – 4 p.m.)

One-on-one coaching session

## Program Duration

Two days with assessment and one-on-one coaching session

## Financial Investment

Discount available for three or more participants.

### Through March 1

Early-Bird Members – \$3,500

Early-Bird Non-Members – \$4,500

Members – \$4,000

Non-Members – \$5,000

## Program Sponsorship

\$5,000 per organization

## Shanta Eaden, CEO, Leader's Edge Consulting

Shanta Eaden is an enterprise change leader who brings more than 20 years experience of expertise integrating people, process and technology to affect change. She has led multinational teams in the Finance and Energy sectors, through acquisition integration, strategic program/project management, professional development, skill-building, establishing DEI frameworks, organizing global Employee Resource Groups (ERGs) and facilitating executive workshops/training. As a recognized DEI strategist, she emphasizes trusted partnerships to drive change.



## 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 Sustainability & Regulatory Relations  
Kodiak Gas Services

# ESG CERTIFICATION PROGRAM

## Overview

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 the evolution of ESG's influence, how to address the impact of the regulatory landscape, investor management and ESG reporting, and addressing and completing reporting frameworks.

Course and coaching provided by Pickering Energy Partners.

## What You Will Learn

- Insight into the energy landscape and market
- Emergence of ESG in capital markets
- How the investor landscape has evolved
- Current and impending regulatory issues
- ESG reporting landscape
- Defining ESG integration from a strategic perspective
- Establishing the appropriate stakeholder universe



## Who It's For

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

## Program Includes

Best practice sharing webinars

## Program Sponsorship

\$5,000 per organization

## 2024 Course Dates

### Option 1: Year-Long Hybrid Course

Optional Pre-Session In Person: February 20 (9-11 a.m.)

Virtual Classes: March 28, May 7, September 10 (9-11 a.m.)

Deep Dives In Person: October 15 and November 19 (8:30-11:30 a.m.)

One company coaching session

## Financial Investment

Discount available for three or more participants.

Through January 15

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

Members – \$4,500

Non-Members – \$5,500

[➔ REGISTER](#)

## Option 2: Foundational Classes

Optional Pre-Session In Person: February 20 (9-11 a.m.)

Virtual Classes: March 28, May 7, September 10 (9-11 a.m.)

## Financial Investment

Discount available for three or more participants.

Through January 15

Early-Bird Members – \$2,000

Early-Bird Non-Members – \$3,000

Members – \$2,500

Non-Members – \$3,500

[➔ REGISTER](#)

## Option 3: Deep Dive

Half-Day Classes In Person: October 15 and November 19 (8:30 - 11:30 a.m.)

One company coaching session

## Financial Investment

Discount available for three or more participants.

Through September 15

Early-Bird Members – \$3,000

Early-Bird Non-Members – \$3,500

Members – \$3,250

Non-Members – \$3,750

[➔ REGISTER](#)

# FIELD & OPERATIONS LEVEL LEADERSHIP PROGRAMS

## Overview

A two-day interactive and experiential program designed to provide practical insights and skills to equip front-line leaders in early stage management positions.

Participants will learn their leadership styles and how to be situationally agile. Explore their shadow of leadership and the impacts on safety, engagement and trust. Practice coaching and feedback, understand the art of questioning and learn how to best leverage their team's skills and capabilities. Participants will be provided with research, insights and the tools necessary to develop into intentional, accountable and engaged leaders.

## What You Will Learn

- Identify the values driving your purpose and how they influence and guide leaders
- Learning how to identify behaviors and learn when management or leadership is necessary
- Determine your preferred leadership style and how to adapt situationally
- Explore the 12 superpower leadership skills
- Identify how to listen and provide feedback, and their impacts on a team
- Master the essential elements in creating trusting teams, relationships and physically safe environments
- Creating a leadership legacy

## Who It's For: Field Level Leadership

Frontline workers, field service crew and anyone new to a role in field operations

## Who It's For: Operations Level Leadership

Frontline workers, service crew, operators, maintenance technicians, project managers, shift managers, warehouse managers and anyone new to a role in operations

## 2024 Field Level Leadership Dates

Midland: April 2-3 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Midland: June 4-5 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Midland: October 22-23 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

## 2024 Operations Level Leadership Dates

Houston: June 25-26 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Houston: September 24-25 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Lafayette, LA: October 9-10 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

## 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



# OIL & GAS 101

## Overview

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.

This program 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
- Energy Expansion

[➔ REGISTER](#)

## Who It's For

Anyone new to oil and gas or who needs a broader understanding of the industry

## 2024 Dates

October 2-3, 2024

## Program Duration

2 days in person

## Financial Investment

Through September 11

Early-Bird Members – \$550

Early-Bird Non-Members – \$800

Members – \$650

Non-Members – \$925

Discount available for three or more participants.

## Program Sponsorship

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

**Event App:** \$5,000, includes three registrations

**Breaks:** \$3,500, includes two registrations

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

