



**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.

**Conscious Leadership in HR** focuses on fostering a strong culture of inclusion and belonging, empowering HR leaders to take decisive action. Participants will gain practical tools and strategies to champion inclusion effectively, reinforcing the values of teamwork and shared success. Provided by Leader's Edge Consulting.

**Essentials of Leadership** is an interactive workshop designed to cultivate leaders in the energy services sector. This program focuses on empowering emerging leaders with the skills to enhance employee engagement, promote a culture of inclusion, and effectively lead organizational change. Provided by Leader's Edge Consulting.

## 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

**Energy Sustainability Reporting Program** The landscape of ESG reporting has rapidly evolved from a 'check-the-box' activity to a strategically crucial requirement driven by regulations. As regulations continue to change, so will the expectations and demands of the financial markets. New technologies also play a pivotal role in gathering, analyzing, and reporting non-financial data. Provided by Pickering Energy Partners.

**Frontline Leadership Program** is 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, how to be situationally agile, and gain the tools necessary to develop into intentional 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.

## Curriculum for All Programs

- Three individual mentoring meetings (self-identified or paired by Energy Workforce). Mentor briefing document is included.
- Attendance at two Energy Workforce meetings
- Quarterly networking sessions
- Optional additional activities provided during course

## Program Sponsorship

\$5,000 per organization

## Financial Investment

Discount available for three or more participants.

### Helping Clients Succeed

Through December 31, 2024

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

Members – \$4,500

Non-Members – \$5,500

### Integrated Leadership

Through December 31, 2024

Early-Bird Members – \$4,000

Early-Bird Non-Members – \$5,000

Members – \$4,500

Non-Members – \$5,500

### Cultivating High Performing Teams & Culture

Through December 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



## EXECUTIVE LEADERSHIP: HELPING CLIENTS SUCCEED

### Who It's For

Sales Professionals

### Overview

When you help your clients 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 a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.

### What You Will Learn

- Initiate new sales opportunities with value propositions that are relevant, distinct, and memorable
- Enable incremental or final decisions in every customer interaction
- Mutually explore and develop and business case for change with your customers
- Understand and navigate the customer's decision making process and criteria
- Overcome objections by anticipating and practicing beforehand
- Put your concerns on the table with high EQ
- Use effective negotiation to claim your value and create win/win outcomes
- Create client advocates to ensure the door is comfortably opened for future growth
- Manage your time and competing priorities in order to maximize your productivity and effectiveness

### 2025 Course Dates

#### Hybrid Classes

March 18, May 13, September 16, November 11  
(8:30 a.m. – 4:30 p.m.) [REGISTER](#)

## EXECUTIVE LEADERSHIP: 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

### 2025 Course Dates

#### In Person Classes

March 20, May 15, September 18, November 13 (8 a.m. – 12 p.m.) [REGISTER](#)

#### Virtual Classes

March 25, May 20, September 23, November 18 (8 a.m. – 12 p.m.) [REGISTER](#)

# 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

## 2025 Course Dates

### In Person Classes

March 19, May 14, September 17, November 12 (8 a.m. – 12 p.m.)

[➔ REGISTER](#)



# 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

### 2025 Course Dates

#### In-Person Class

February 25 (8:30 a.m. – 4:30 p.m.) [➔ REGISTER](#)

#### Virtual Class

June 17 (8:30 a.m. – 4:30 p.m.) [➔ REGISTER](#)

One 360 coaching session

## Program Duration

One day

## Financial Investment

Through December 31, 2024

Early-Bird Members – \$1,350

Early-Bird Non-Members – \$1,750

Members – \$1,500

Non-Members – \$1,900

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.



# FRONTLINE LEADERSHIP PROGRAM

## 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:

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

## 2025 Frontline Leadership Dates

Midland: April 29-30 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

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

Oklahoma: June 12-13 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Houston: September 10-11 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Midland: October 28-29 (8:30 a.m. - 4:30 p.m.) [➔ REGISTER](#)

Lafayette, LA: December 2-3 (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

## 2025 Dates

October 1-2, 2025

## Program Duration

2 days in person

## Financial Investment

Through July 31, 2025

Early-Bird Members – \$600

Early-Bird Non-Members – \$850

Begins August 1, 2025

Members – \$675

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

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

