



Empowering The Energy Workforce of Tomorrow

Workforce Development Programs

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About EWTC Programs

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, working closely with governments, industry partners, and communities around the globe. And we foster innovations that will shape our industry and improve our changing world.

Energy Workforce offers targeted, outcome-driven programs designed to help energy companies develop leaders, build technical excellence, and stay ahead of industry transformation and trends.

Our workforce development programs are built for the realities of the industry.

Whether you're onboarding new talent, preparing leaders for the next level, or upskilling technical teams, these offerings are designed to deliver real-world results.

Programs are modular, scalable, and tailored to meet the needs of member companies.



Leadership Development



Developing leaders at every level is critical for performance and retention. Our programs support emerging supervisors, mid-level managers, and senior executives with practical, role-specific training that is tailored to their needs. Whether it's building confidence on the front lines or preparing for boardroom responsibilities, EWTC's leadership development programs help companies build strong pipelines and prepare talent for greater responsibility.

Backed by partners like Heidrick & Struggles and FranklinCovey, each program equips participants with critical leadership skills and executive coaching to drive high performance across your business.

Leadership Program Levels

Each level aligns with role complexity, not a required sequence.

Level	Audience	Program Focus	Program Name
Level 1	First-time supervisors, frontline managers, team leads, operations coordinators	Frontline Leadership/Core Leadership Skills for New and Upcoming Managers	Frontline Leadership/Core Leadership Skills/Level Up
Level 2	Mid-level leaders, department heads, functional managers, directors	Leading teams across functions, driving performance, coaching and accountability	Integrated Leadership
Level 3	Senior directors, VPs, enterprise-level leaders	Executive influence, strategic leadership, cross-functional impact	Cultivating High-Performing Teams & Cultures



EWTC's leadership programs are unique because they meet people where they are - from the frontline to the c-suite. **I've put people in at every level, and the impact is clear. Our field employees come back with broader perspective and confidence, while our senior leaders walk away challenged and equipped with new tools.** It's a rare program that truly develops talent across the spectrum of a company.

Sam Sledge
CEO & Director
ProPetro Services

Frontline Leadership Program

Level 1

Leadership Essentials for First-Time Managers

Who It's For

Employees in their first management or supervisory role across operations, maintenance, field service, project coordination, warehouse, logistics, or administrative teams.

Overview

Energy Workforce's Level 1 leadership program, Frontline Leadership, is built specifically for team leaders, supervisors, and new managers across field, office, and operations roles. This two-day, interactive program is designed for employees transitioning into supervisory positions and serves as a practical introduction to the core skills required to lead people effectively.

Going beyond theory, the program delivers hands-on tools, real-world applications, and industry-aligned insight. Participants will discover their leadership style, learn how to lead situationally, and explore how their behavior impacts safety, engagement, and team trust.

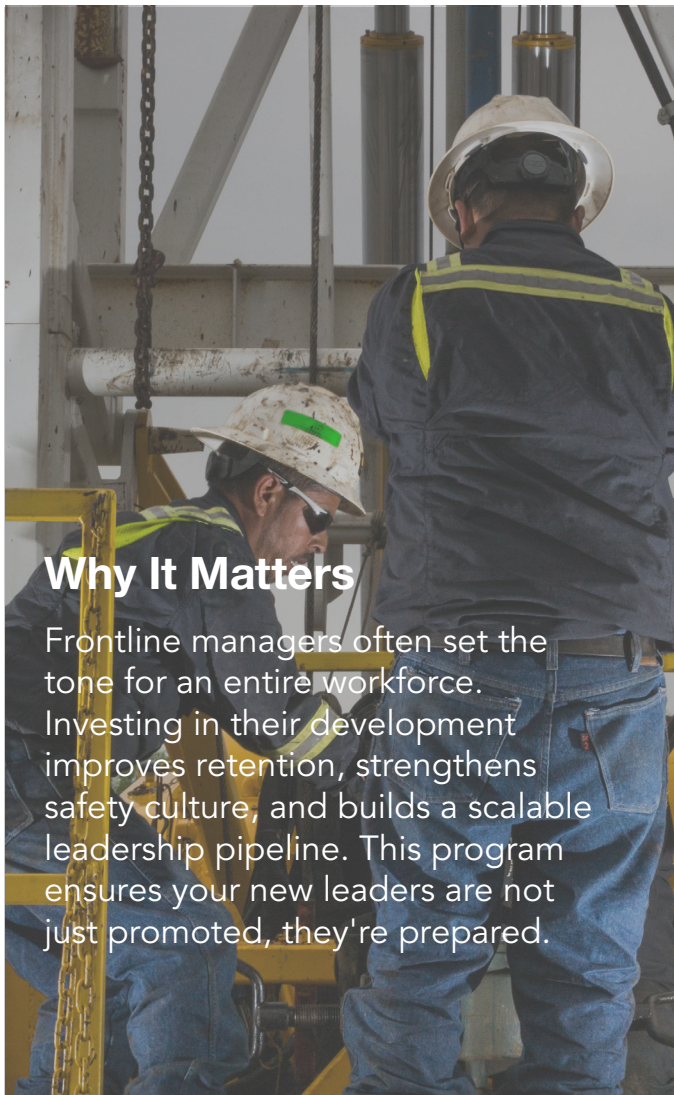
Through interactive sessions, participants will practice giving feedback, managing conflict, asking better questions, and leveraging team strengths. They'll also explore the "shadow of leadership" and gain a clear understanding of how to create a positive, lasting impact on their teams.

Whether managing from a rig site or regional office, the Frontline Leadership program builds confident, intentional leaders who elevate culture, improve communication, and strengthen accountability across the organization.



What Participants Learn

- Identify the values driving their purpose and how they influence and guide leaders
- Learning how to identify behaviors and learn when management or leadership is necessary
- Determine their 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



Why It Matters

Frontline managers often set the tone for an entire workforce. Investing in their development improves retention, strengthens safety culture, and builds a scalable leadership pipeline. This program ensures your new leaders are not just promoted, they're prepared.

2026 Course Dates

In-Person Class

April 21-22 | June 2-3 |

October 13-14

[REGISTER](#)

Location: Midland, Texas

Financial Investment

Early-Bird Discount (Members)

Six weeks before start - \$2,225

Early-Bird Discount (Non-Members)

Six weeks before start - \$3,125

Members - \$3,400

Non-Members - \$5,000

Three or more participant discount available. **Only one discounted rate may be applied.**

Program Sponsorship

\$5,000 per organization

Note: While this is designated as "Level 1," it is not a prerequisite for Level 2 or 3 programs. EWTC leadership tracks are role-based, not linear, with each program is designed to meet leaders at the right stage of their career.

Frontline Leadership Level Up Program

Level 1.5

**A Peer-Powered Experience to
Deepen Insight, Practice, and Impact**

Who It's For

Alumni of the Frontline Leadership program who are ready to build on their foundation with practical application, deeper peer engagement, and advanced coaching.

Overview

Frontline Leadership: Level Up is a two-day advanced program delivered in two parts across six months, beginning in April and concluding in October. This next-level experience focuses on real-time application, peer learning, and practical problem-solving.

Participants engage in a blended learning model that includes facilitator-led training and peer learning circles: small-group environments where leaders bring real, current workplace challenges to the table.

Together, they'll practice peer coaching, engage in deep dialogue, and generate actionable insights they can immediately apply on the job.

Facilitated by experienced executive coaches, sessions reinforce foundational concepts while layering in new tools and topics tailored to the group's emerging needs. The goal is to turn leadership practices into lasting habits through collaboration, feedback, and real-world application.



What Participants Learn

- Bring real-time leadership challenges and receive actionable feedback
- Engage in peer learning circles to deepen relationships and sharpen decision-making
- Revisit foundational leadership tools and explore new, relevant content
- Practice coaching and being coached with guidance from professional executive coaches
- Strengthen their ability to lead through ambiguity, conflict, and change
- Apply leadership skills in real-world scenarios and receive live feedback
- Develop greater confidence, clarity, and personal leadership impact



Why It Matters

Frontline managers often set the tone for an entire workforce. Investing in their development improves retention, strengthens safety culture, and builds a scalable leadership pipeline. This program ensures your new leaders are not just promoted, they're prepared.

2026 Course Dates

In-Person Class
April 23 | October 15

[REGISTER](#)

Financial Investment

Early-Bird Discount (Members)
Six weeks before start - \$2,225

Early-Bird Discount (Non-Members)
Six weeks before start - \$3,125

Members - \$3,400

Non-Members - \$5,000

Three or more participant discount available. **Only one discounted rate may be applied.**

Program Sponsorship

\$5,000 per organization

Note: While this is designated as "Level 1," it is not a prerequisite for Level 2 or 3 programs. EWTC leadership tracks are role-based, not linear, with each program is designed to meet leaders at the right stage of their career.

Core Leadership Skills for New and Upcoming Managers:

Confidence, Communicate Clearly, And Lead with Intention

Level 1

Leadership Essentials for First-Time Managers

Who It's For

Professionals in early-stage management positions, including project managers, shift managers, warehouse managers, service crew, operators and maintenance technicians.

Overview

Equip new and emerging managers with the tools to lead confidently, communicate effectively, and foster trust within their teams. This two-day, interactive program is designed to help early-stage leaders learn their leadership style, navigate challenging situations with agility, and strengthen their ability to delegate and support team development. Through hands-on learning, participants will explore the shadow of leadership and its impact on safety, engagement, and trust, while learning strategies to foster accountability and drive team performance.



What Participants Learn

- Identify the values that shape their leadership and guide their decisions
- Recognize behaviors and determine when to act as a manager versus a leader
- Their personal leadership style and adapt it to different situations
- 12 key leadership skills essential for success in early management roles
- Ways to listen effectively and provide constructive feedback that supports team growth
- How to build trust, develop strong relationships, and create a safe work environment
- Begin creating a leadership legacy that positively impacts their team



Why It Matters

As emerging leaders step into new leadership roles, it's essential they recognize the impact their voice and actions have on their teams. Teams look to their leaders for guidance and direction, so building a strong leadership foundation early on ensures a smoother transition and lays the groundwork for a high-performing team.

2026 Course Dates

In-Person Class

September 9-10 (Houston)

October 28-29 (Oklahoma)

December 8-9 (Louisiana)

REGISTER

Financial Investment

Early-Bird Discount (Members)

Six weeks before start - \$2,225

Early-Bird Discount (Non-Members)

Six weeks before start - \$3,125

Members - \$3,400

Non-Members - \$5,000

Three or more participant discount available. **Only one discounted rate may be applied.**

Program Sponsorship

\$5,000 per organization

Includes two registrations

Integrated Leadership

Level 2

Leading with Influence, Agility & Accountability

Who It's For

Senior Managers and Directors preparing for broader cross-functional leadership roles.

Overview

Integrated Leadership is Energy Workforce's Level 2 program, designed for leaders gaining exposure to enterprise-wide collaboration and strategic responsibility. 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.

Delivered in partnership with Heidrick & Struggles, the program blends research backed tools and insights with four personalized coaching sessions from an ICF-certified executive coach. Participants emerge with a deeper understanding of their leadership impact, and the tools to build high performing, engaged teams across the business.



What Participants Learn

- Six essential leadership styles and when to apply each
- How to lead situationally and influence without authority
- Coaching and feedback techniques that elevate performance
- How to recognize and mitigate the “shadow of leadership”
- Strategies for leveraging team strengths and fostering collaboration
- Keys to building trust, culture, and psychological safety
- How to design a talent portfolio to support growth and engagement



Why It Matters

Strong mid-level leaders are often the engine of change. This program develops the agility and accountability needed to lead across teams, drive alignment, and prepare for enterprise-level leadership.

2026 Course Dates

In-Person Classes

March 18 | May 13 |
September 16 | November 18

[REGISTER](#)

Virtual Classes

March 19 | May 14 |
September 17 | November 19

[REGISTER](#)

Financial Investment

Early-Bird Discount (Members)

Ends December 31, 2025 - \$4,225

Early-Bird Discount (Non-Members)

Ends December 31, 2025 - \$5,225

Members - \$4,500

Non-Members - \$5,500

Three or more participant discount available. **Only one discounted rate may be applied.**

Cultivating High-Performing Teams & Cultures

Level 3

Preparing Senior Leaders for Enterprise-Level Impact

Who It's For

Senior Directors, Vice Presidents, and high-potential leaders preparing for enterprise or corporate-level leadership roles.

Overview

This advanced executive leadership program is designed to equip senior leaders with the strategic mindset and executive presence needed to operate at the top levels of an organization. Focused on real-world enterprise leadership challenges, the quarterly, in-person sessions blend interactive learning with executive coaching to deepen impact.

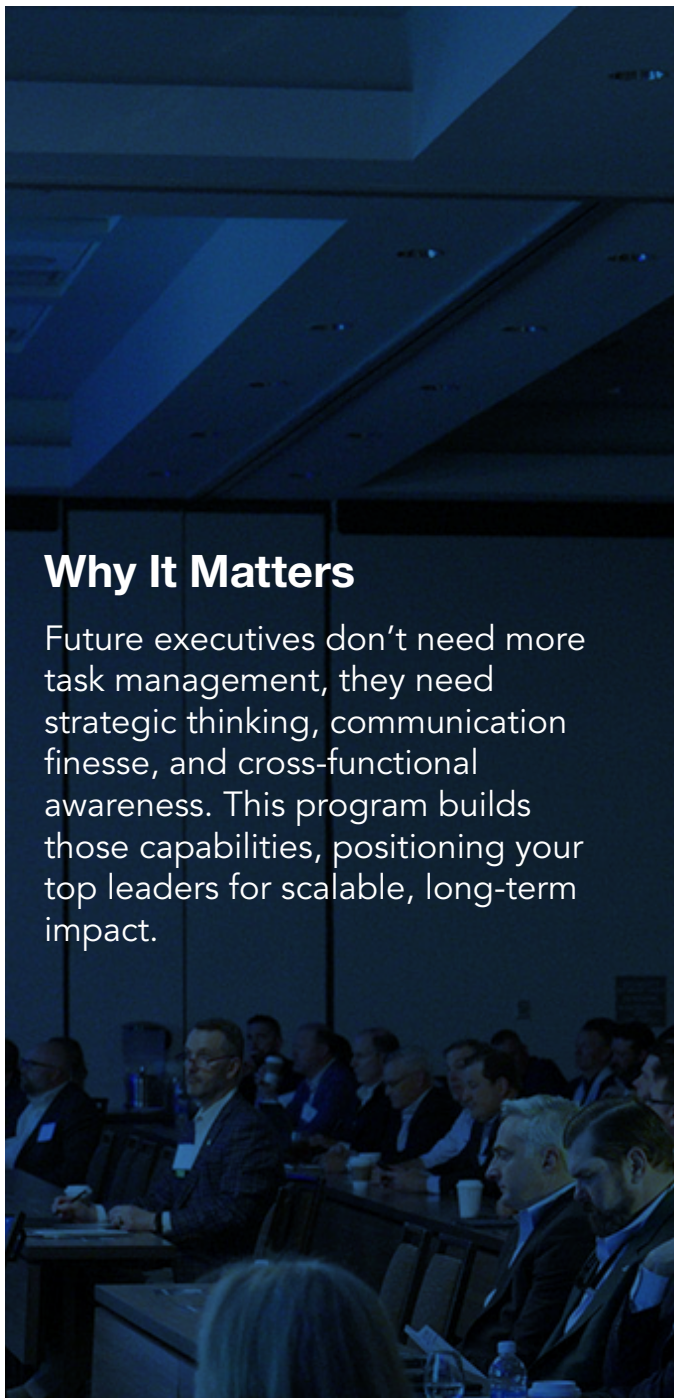
Participants explore the 7 core functions of executive leadership, learn how to effectively communicate with the C-suite and board, lead through a coaching mindset, and differentiate between working in the business and working on it. This isn't about running departments, it's about driving the business forward.

Each participant receives four one-on-one coaching sessions with a certified ICF executive coach, reinforcing development between sessions.



What Participants Learn

- The difference between business-unit and enterprise-level leadership—and how to succeed at both
- Executive communication strategies for boards and senior leadership
- How to lead through a coaching and mentoring lens
- The art of managing up and influencing across the organization
- How to identify cross-functional priorities and connect strategy to execution
- Action planning for intentional, authentic leadership at the enterprise level



Why It Matters

Future executives don't need more task management, they need strategic thinking, communication finesse, and cross-functional awareness. This program builds those capabilities, positioning your top leaders for scalable, long-term impact.

2026 Course Dates

In-Person Class

March 17 | May 12 |
September 15 | November 17

[REGISTER](#)

Financial Investment

Early-Bird Discount (Members)
Ends December 31, 2025 - \$5,225

Early-Bird Discount (Non-Members)
Ends December 31, 2025 - \$6,225

Members - \$5,500

Non-Members - \$6,500

Three or more participant discount available. **Only one discounted rate may be applied.**

Program Sponsorship

\$10,000 per organization
Includes 2 registrations

The 7 Habits of Highly Effective People

Equip your team with foundational soft skills

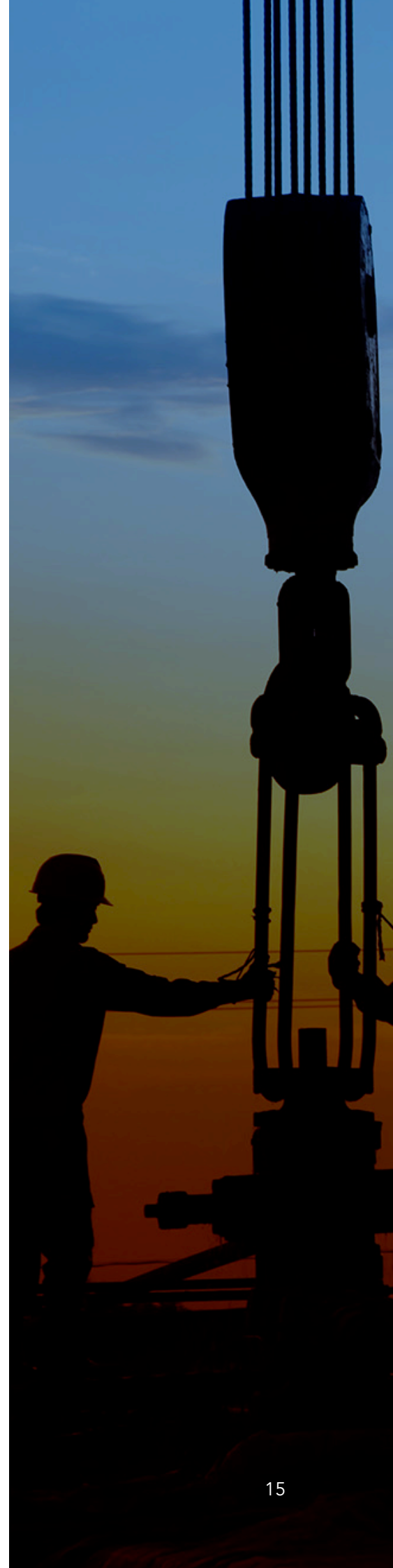
Who It's For

Leaders and individuals at all levels of an organization seeking to improve their effectiveness and impact

Overview

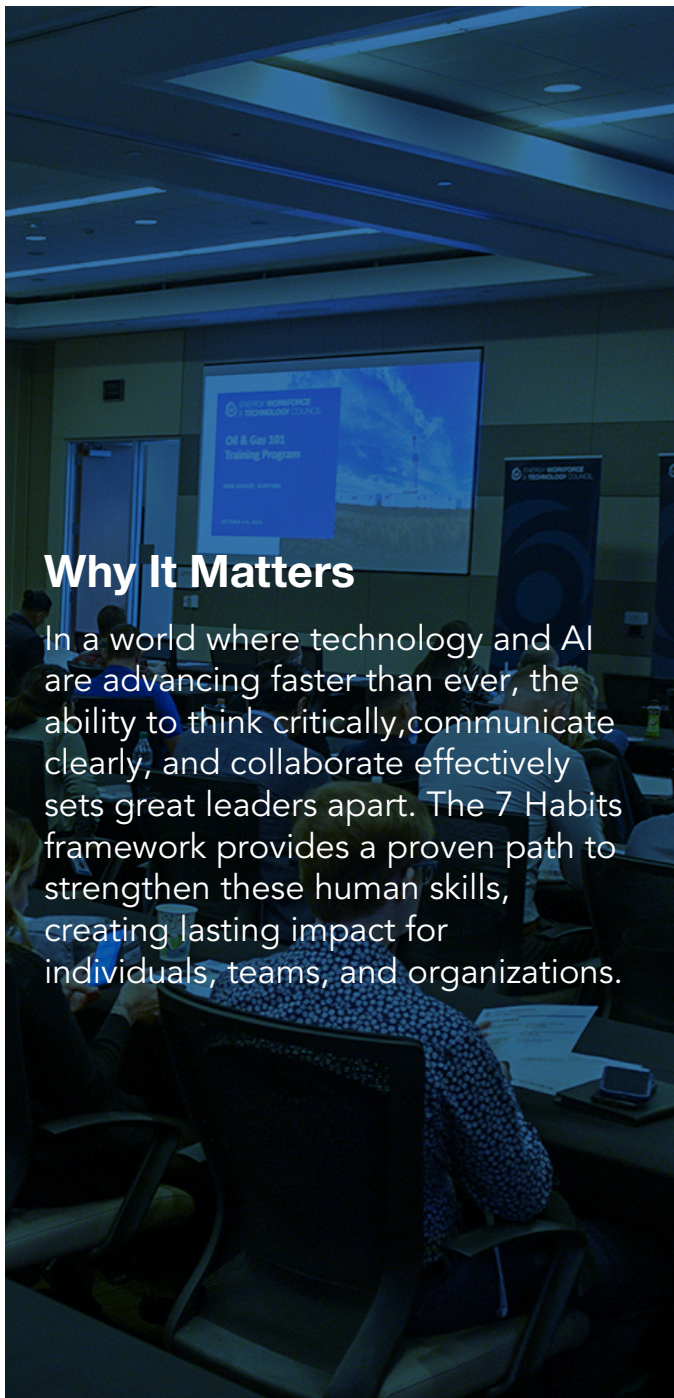
In an era of accelerating technology and advanced AI, human skills—how we work alone and together—are more important than ever. Having a comprehensive framework to help everyone gain and improve these essential abilities is critical to achieving organizational success.

Participants will be provided with a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.



What Participants Learn

- Focus on things thier team can control instead of what they can't.
- Define clear measures for success and create a plan to achieve them.
- Spend time on the most important goals.
- Approach each situation looking for ways everyone can win.
- Listen, understand, and honor others' perspectives, and have the courage to express thoughts and feelings respectfully.
- Leverage diverse perspectives to solve problems, innovate, and achieve more.
- Increase motivation, energy, and vitality by making time for renewal activities.



Why It Matters

In a world where technology and AI are advancing faster than ever, the ability to think critically, communicate clearly, and collaborate effectively sets great leaders apart. The 7 Habits framework provides a proven path to strengthen these human skills, creating lasting impact for individuals, teams, and organizations.

2026 Course Dates

In-Person Class
October 20-21

[REGISTER](#)

Financial Investment

Members - \$900
Non-Members - \$1,000

Change Solutions

Equip your team with foundational soft skills

Who It's For

Leaders and individuals at all levels of an organization seeking to improve their effectiveness and impact

Overview

In an era of accelerating technology and advanced AI, human skills—how we work alone and together—are more important than ever. Having a comprehensive framework to help everyone gain and improve these essential abilities is critical to achieving organizational success.

Participants will be provided with a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.



What Participants Learn

- Focus on things you can control instead of what you can't.
- Define clear measures for success and create a plan to achieve them.
- Spend time on the most important goals.
- Approach each situation looking for ways everyone can win.
- Listen, understand, and honor others' perspectives, and have the courage to express thoughts and feelings respectfully.
- Leverage diverse perspectives to solve problems, innovate, and achieve more.
- Increase motivation, energy, and vitality by making time for renewal activities.

Why It Matters

This course will equip teams with the skills to effectively lead themselves, influence, engage, and collaborate with others, and continuously improve and renew their abilities.

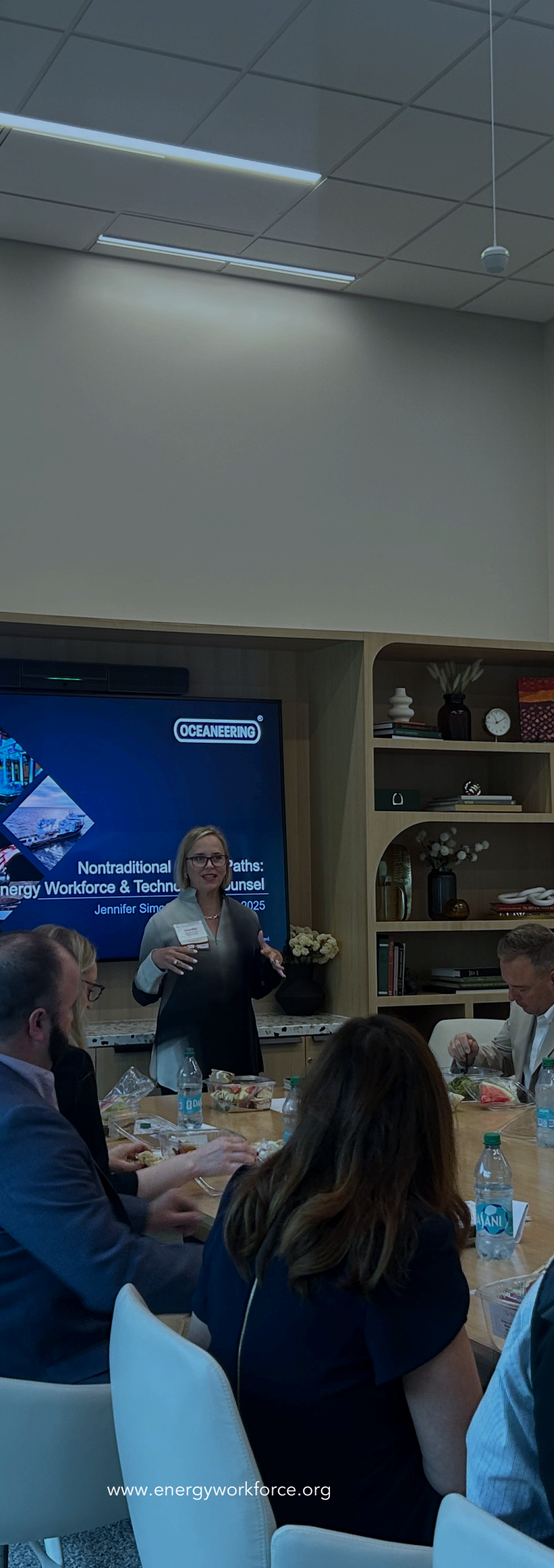
2026 Course Dates

In-Person Class
October 20-21

[REGISTER](#)

Financial Investment

Members - \$750
Non-Members - \$900



Leadership Forums

Real Conversations with Industry Leaders

Overview

The Leadership Forums are exclusive, small-format events that connect emerging leaders from member companies with senior executives across the energy services sector. Hosted throughout the year and led by members of the Energy Workforce Board of Directors and Advisory Board, these roundtables create space for candid conversations around leadership, strategy, and navigating career growth in a complex industry.

Held over lunch and limited to 25 participants, each forum provides direct access to an executive's personal leadership journey, insights into managing high-performing teams, and real-world lessons learned from decades of industry experience.

Who Should Attend:

High-performing professionals from Member Companies who are preparing for broader leadership roles or seeking insight from executives leading at the highest levels.

Program Highlights:

- Intimate, off-the-record discussions with industry executives
- Opportunities for open Q&A and direct engagement
- Personal leadership insights and career advice
- Curated peer networking across companies and disciplines

Recent Speakers Have Included:

- Board Member Ron Gusek, President of Liberty Energy
Theme: Intentional Planning
- Advisory Board Member Gary Hauck, President of Vallourec Star
Theme: Essential Leadership: Mastering Intentionality for Success
- Advisory Board Member Jennifer Simons
SVP, Chief Legal Officer and Secretary at Oceaneering
Theme: Nontraditional Career Paths

“You have to be true to who you are. Your leadership style should reflect that. Leading by example can be inspirational or directional, but if you stay grounded in your values, what you say and what you show should always align”

**STEVEN ANDERSON, PRESIDENT & CEO,
EVOLUTION WELL SERVICES**
Theme: Leading By Example

“You can’t overlook the role emotional intelligence plays in M&A. As a leader, it’s critical to listen with empathy, understand your team’s concerns, and respond with confidence. Step back to truly hear them—then step in with transparency to build trust and move forward together.”

**COURTNEY BROWNIE, VICE PRESIDENT OF FINANCE
& COMMERCIAL, POWER SOLUTIONS, NEXTIER**
Theme: Transformational Leadership

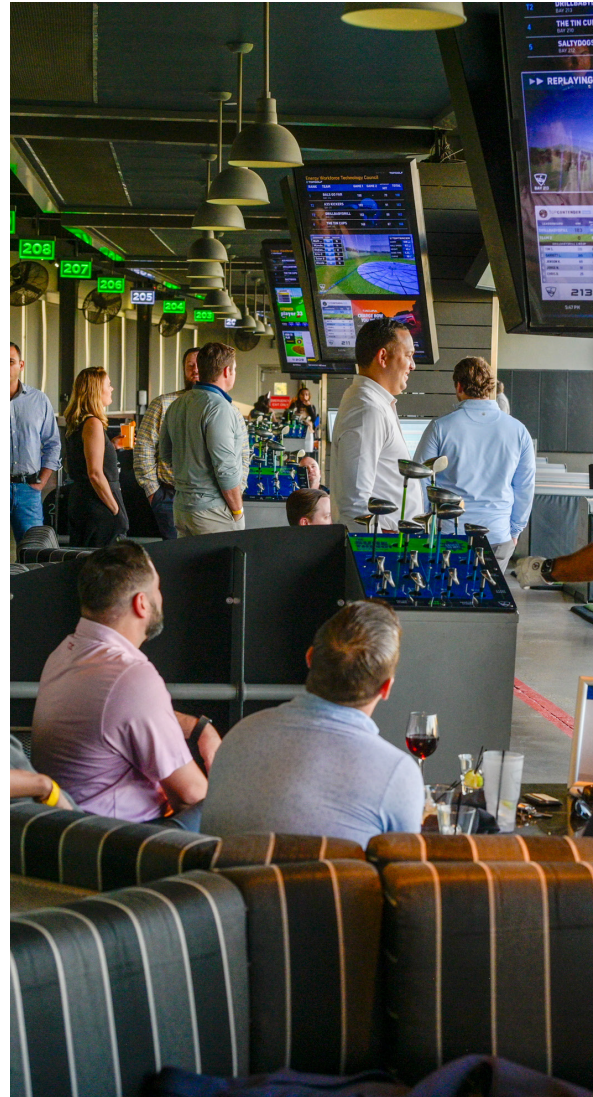
Executive Address

Network with peers and gain Leadership Insights from the Energy Workforce Board Chair at a fun location

Overview

The Executive Address is Energy Workforce's annual leadership event, featuring a keynote from the current Chair of the Board. This event offers a rare opportunity to hear directly from one of the industry's top executives as they share personal insights, leadership lessons, and reflections on the state of the energy services sector.

Held in a relaxed setting at TopGolf with built-in networking and fun competition, the Executive Address fosters meaningful connections while spotlighting the experience and vision of the Council's leadership.



Who Should Attend:

Rising leaders, senior professionals, and executives from across the energy value chain looking for inspiration, strategic perspective, and high-quality networking.

Event Highlights:

- Annual keynote from the Energy Workforce Board Chair
- Live Q&A with an industry leader
- Networking and casual competition (Topgolf)

Industry Overviews

Ideal for new hires and cross-functional teams, EWTC's Industry Overviews provide a clear understanding of how the energy sector works, from operations and market forces to regulatory and supply chain dynamics. These sessions help employees connect their day-to-day work with broader industry trends and company goals.

EWTC also partners with the U.S. Departments of State, Energy, and Commerce to host a week-long training for foreign and civil service officers, equipping them with the knowledge needed to support informed energy policy decisions at U.S. embassies worldwide.

EWTC industry overviews are taught by the industry, for the industry: delivered by the very people who provide the services, engineer the solutions, and manufacture the equipment that powers the sector. These are not academic lectures; they're grounded, practical sessions led by experienced professionals who live and work in the field every day.



EWTC's industry overviews strengthen our people and our industry. For employees, it's a fast track to understanding the oilfield from the ground up, taught by those with real-world experience. For government and international partners, it's an eye-opening look at how energy services work in practice. **Together, these programs make companies like NOV more connected, not just in the field, but with decision-makers around the world.**

Scott Livingston
President
Energy Products and Services Equipment
NOV

A photograph of an oil pumpjack (jack-o'-lantern) in an industrial setting, silhouetted against a dramatic sunset sky with orange and yellow clouds. The pumpjack's long arm is extended upwards, and its counterweight is visible. The scene is captured from a low angle, emphasizing the height of the structure.

Oil & Gas 101

Who It's For

New hires, cross-functional employees, or anyone seeking a broader understanding of how the oil and gas industry works.

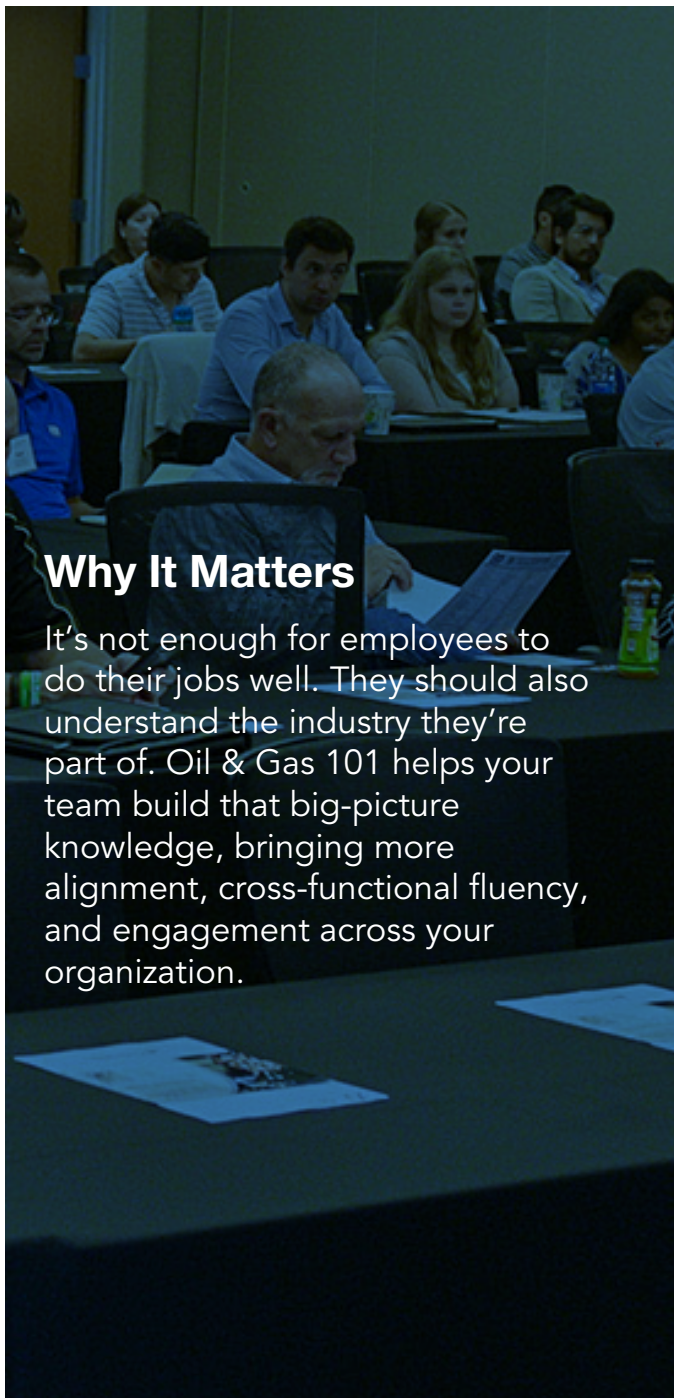
Overview

Oil & Gas 101 is a comprehensive, two-day course designed to give employees a strong foundational understanding of the energy industry. As technology and specialization continue to transform the service and supply sector, it's more important than ever to ensure your workforce sees the big picture.

From exploration and drilling to refining and distribution, this program walks participants through the entire value chain, while also covering critical adjacent topics like market dynamics, regulation, and the economics behind energy production. Whether they're new to the industry or expanding their scope, this training connects the dots.

What Participants Learn

- Industry Overview
- Energy Market Outlook
- History of the Industry
- Geology and Seismic
- Rig Systems and Drilling the Well
- Completions and Flow Equipment
- AI, Data Centers and Power Demand
- Energy Sources That Power the Oilfield
- Subsea Infrastructure
- Midstream
- Refining:
- Supply Chain
- Energy Expansion – What You Do Matters



Why It Matters

It's not enough for employees to do their jobs well. They should also understand the industry they're part of. Oil & Gas 101 helps your team build that big-picture knowledge, bringing more alignment, cross-functional fluency, and engagement across your organization.

2026 Course Dates

In-Person Class
October 7-8

Financial Investment

Early-Bird Members
Six weeks before start - \$400

Early-Bird Non-Members
Six weeks before start - \$650

Members - \$500

Non-Members - \$750

Three or more participant discount available. **Only one discounted rate may be applied.**

Program Sponsorship

Title: \$10,000,
includes six registrations

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

Networking: \$2,500,
includes two registrations

Technical Training

EWTC offers hands-on technical training aligned with field-level needs, helping employees operate safely, efficiently, and with greater accountability. Developed in partnership with industry subject-matter experts, these programs focus on the operational skills that directly impact service quality and risk reduction.

Whether it's managing wellsite operations or preparing frontline leaders to respond in high-pressure scenarios, these courses equip your teams with practical knowledge, real-world tools, and a focus on execution excellence.

"We believe the SecureWell program fills a void in the well control training sector. This course equips crew members with the skills to address the unique issues around well control and containment for cased hole well servicing. We are confident the personnel holding SecureWell certifications are developing the proper techniques to perform their specialized work safely and efficiently."

Justin Bliffen

Board Member
Axis Energy Services

"SecureWell sets the new standard for well control and containment training for cased hole operations in well servicing. Companies now have a training program specific to the challenges that their employees may face and at a lower cost and investment of time. SecureWell also brings the added benefit of a program that covers the latest technology and skills from materials regularly updated by the industry leaders in well servicing."

Marshall Dodson,

President & CEO
Key Energy Services



SecureWell sets the standard for well control training in our industry. It's practical, rigorous, and designed around the realities our people face in the field. **When our crews go through the program, I know they're better prepared to keep operations safe and efficient.**

Daniel Hindes
Chief Operating Officer
ClearWell Dynamics

SecureWell: Well Control & Containment Certification Program

The SecureWell: Well Control & Containment Certification Program is a first-of-its kind course that contains purpose-driven, comprehensive and practical training for cased hole well operations. Created by well control and well servicing experts, the course offers certification through classroom training, field assessment and skills verification.

Safe operations are profitable operations, and this course offers both operators and service contractors a way to ensure competency and impart domestic on-shore industry level knowledge to their employees.

Learning Outcomes

Students will graduate this class with an understanding of basic well control methods, equipment and pressures associated with containment. They will be required to pass a knowledge test, followed by an assessment at a rig site by a certified field assessor.

Process

- Two-day classroom learning experience with an on-site field assessment taken within 90 days of class
- Field assessment includes:
 - Five operating environments that students are likely to encounter
 - Students will be questioned and asked to demonstrate their understanding of the operation

Find upcoming classes here

Energy Workforce partners Vorenkamp Well Control Training, Wild Well Control, RelyOn, and American Well Control Academy hold upcoming courses in Odessa, TX; Williston, ND; Tyler, TX; San Antonio, TX; Canonsburg, PA; and Casper, WY amongst others.

Looking for a location that's not listed? Contact EWTC to schedule a program today.



SecureWell Wellsite/P.I.C. Well Control Supervisor Course:

Built for Wellsite Leadership in Cased Hole Environments

The SecureWell Wellsite / P.I.C. (Person In Charge) course is a three-day advanced certification designed for rig managers, company representatives, wellsite consultants, and others tasked with leading well control and containment operations. Developed with input from major U.S. operators and well servicing executives, this program delivers the technical depth and real-world leadership skills needed at the supervisory level.

Who Should Attend

Rig Managers, Company Representatives, Wellsite Consultants and Designated Persons in Charge (PICs)

Course Focus Areas

The SecureWell PIC course covers the entire SecureWell curriculum, plus:

- Advanced well control strategies for cased-hole operations
- Barrier failure response and verification planning
- Surface and subsurface equipment review and critical containment principles
- SWOP management and organizational process safety
- Human factors, team leadership, and scenario judgment
- Real-world case studies and decision-making reviews
- Crew command and operational communication drills

Why It Matters

SecureWell Wellsite / P.I.C. course prepares your leadership to make operational decisions under pressure. The program builds command presence, enhances technical understanding, and reinforces safety oversight through interactive tabletops and regulatory context.

Process

- **Format** : In-person classroom + scenario-based simulation
- **Duration** : 3 days
- **Assessment** : Leadership and decision-making evaluations
- **Recertification** : Required every 2 years

Certification Outcome

Participants who successfully complete the course will earn the SecureWell Wellsite / P.I.C. credential, a performance-based certification recognized across the oilfield service sector for supervisory well control competency.

Built to Operator Standards

SecureWell Wellsite / P.I.C. course was created in collaboration with industry leaders who know that supervisory roles require more than procedural knowledge, they demand decisive leadership, deep technical understanding, and the ability to manage complex wellsites.

[Find upcoming classes here](#)



Business & Professional Skills

Strong technical skills need to be matched with business capability. These programs focus on essential competencies like financial literacy, strategic thinking, and effective communication. Whether you're preparing high-potential employees for broader roles or upskilling team leads, these offerings support more confident, capable contributors across the business.

EWTC's business and professional skills courses provide real value for our industry. **Programs like Finance for Non-Finance and Sales and Business Development programming give members of our team practical tools they can use right away.** For Solaris, it means strengthening our teams and helping employees step into bigger roles faster.

Kyle Ramachandran
President & CFO
Solaris Energy Infrastructure

Sales and Business Development

Developing Trusted, High-Impact Sales Leaders

Who It's For

Client-facing professionals in sales, business development, account management, or commercial strategy roles.

Overview

The Sales and Business Development is EWTC's sales leadership program, designed to equip professionals with the tools to build lasting, consultative client relationships that drive measurable results.

This FranklinCovey-led course teaches a proven, trust-based framework that helps sales professionals shift from transactional to transformational selling. Participants learn how to uncover client needs, position value propositions, navigate complex decisions, and negotiate for win-win outcomes.

Each participant will receive a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.



What Participants Learn

- How to position relevant, memorable value propositions
- Techniques to drive decision-making at every customer interaction
- How to build a business case for change collaboratively with clients
- Methods to understand and align with the customer's buying criteria
- Skills to overcome objections with confidence and empathy
- Strategies for high-EQ communication, even in tough conversations
- How to create client advocates and long-term loyalty
- Time management tools to improve focus, follow-up, and productivity



Why It Matters

In today's competitive environment, clients don't want to be sold to, they want partners who understand their challenges and help them succeed. This program develops confident, consultative sales professionals who can do exactly that.

2026 Course Dates

In-Person Class
April 14-16

[REGISTER](#)

Program Duration

3 days

Financial Investment

Early-Bird Members

Six weeks before start - \$2,100

Early-Bird Non-Members

Six weeks before start - \$3,000

Members - \$2,500

Non-Members - \$3,400

Finance for Non-Finance Professionals:

What the CEO Wants You to Know

Build Financial Fluency Across Your Organization

Who It's For:

Professionals at any level or function who need to better understand how the business makes money and how their role contributes to the bottom line.

Overview

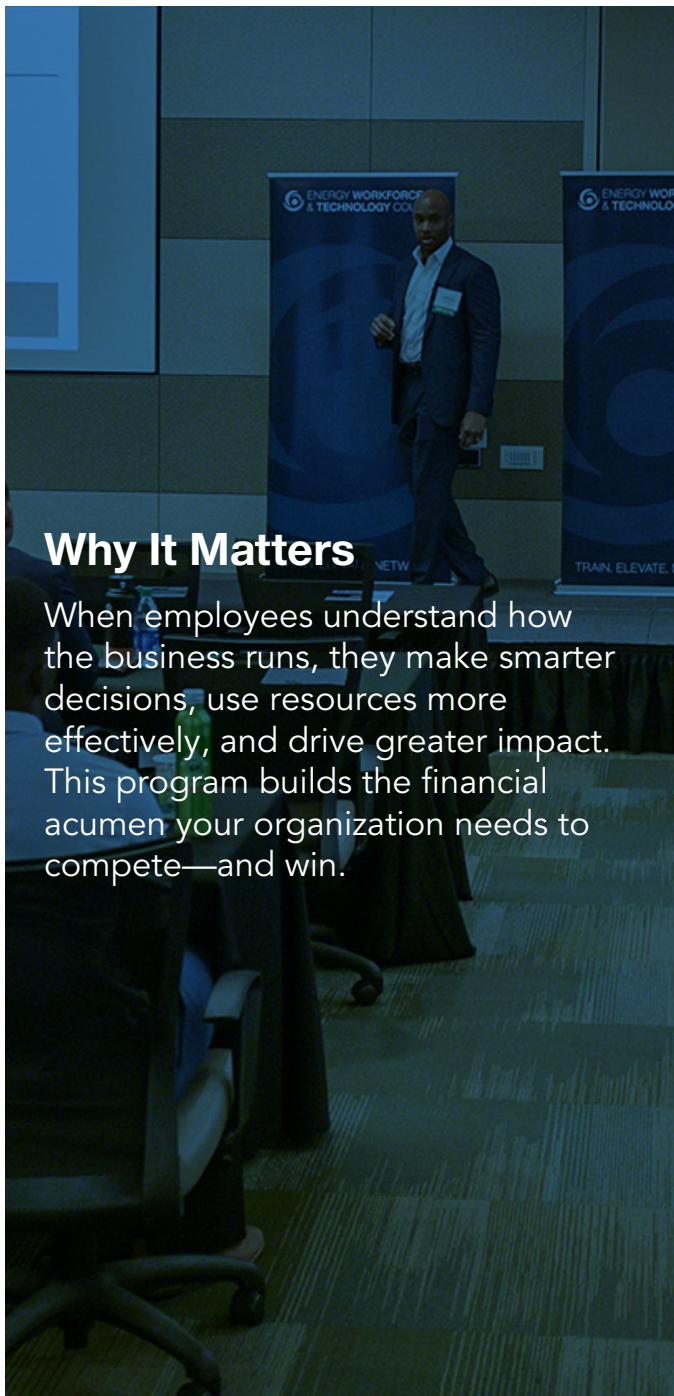
This one-day interactive seminar helps employees at all levels connect their day-to-day work to the organization's financial health. As teams become more specialized, it's critical they also understand the bigger picture—how cash flows, what drives profitability, and how strategic decisions are made.

This FranklinCovey led course gives participants C-suite-level insights into financial fundamentals like margin, velocity, and capital efficiency. Each participant receives a FranklinCovey All Access Pass and 360 assessment, enabling ongoing development and application beyond the classroom.



What Participants Learn

- How to read and interpret key financial indicators like cash flow, margin, and profitability
- What drives business performance—and how individual roles impact it
- How to navigate and explain an annual report
- The fundamentals of business velocity and capital efficiency
- How to connect financial data to strategic thinking and decision-making



Why It Matters

When employees understand how the business runs, they make smarter decisions, use resources more effectively, and drive greater impact. This program builds the financial acumen your organization needs to compete—and win.

2026 Course Dates

In-Person Class
May 19

[REGISTER](#)

Virtual Class

June 23

[REGISTER](#)

Program Duration

1 day

Financial Investment

Early-Bird Members

Six weeks before start - \$1,375

Early-Bird Non-Members

Six weeks before start - \$1,775

Members - \$1,500

Non-Members - \$1,900



Business Optimization Conference

Enhancing Resilience, Reducing Risk & Driving Smarter Operations

Overview:

The Business Optimization Conference is an annual, full-day event focused on equipping energy services leaders with strategies to strengthen resiliency, manage operational and financial risk, and optimize performance across their organizations.

The conference features executive panels, legal and compliance insights, cybersecurity briefings, credit and contracting strategy discussions, and human capital risk management. Breakout sessions and interactive discussions provide practical tools and peer-driven insights to help companies adapt and thrive in a constantly evolving business environment.

Each year's conference also includes the Energy Workforce Safety Awards Reception, recognizing member companies that demonstrate exceptional commitment to safety excellence.

Who Should Attend:

Operations leaders, general counsel, financial executives, HSE and compliance managers, risk officers, HR and training professionals, and senior decision-makers focused on operational efficiency and organizational health.

Conference Highlights:

- Executive-level insights on legal, credit, and cyber risk
- Talent development and workforce sustainability strategies
- Government affairs and regulatory policy updates
- Asset risk, DOT compliance, and equipment management panels
- M&A due diligence and strategic risk roundtables
- Networking reception and Safety Awards Ceremony

Innovation & Trends


The oilfield isn't standing still, and neither should your workforce. EWTC's innovation and trends sessions help teams stay sharp on what's changing across the sector, from digital tools to automation, emissions tracking, and power systems. Focused on practical applications and bottom-line impact, this category is about helping your people stay relevant, responsive, and ready for what's next.

“

“EWTC is always out front on the big trends shaping our industry, right now focusing on energy technology from power generation to AI.

What sets these programs apart is that they're grounded in real oilfield case studies. You don't just hear about the technology, you see how it applies directly to our work. That makes it practical, relevant, and something we can put to use right away.”

Scott McCurdy
CEO
Encino Environmental Services



Supply Chain Conference

Strengthening Energy Supply Chains Through Insight, Innovation & Strategy

Overview:

The Energy Workforce & Technology Council's Supply Chain Conference is an annual event that brings together leaders from across the energy services sector to explore key trends shaping the global supply chain landscape. Hosted by the Energy Workforce Supply Chain Committee, this one-day conference features expert-led panels, interactive breakout sessions, and real-world case studies focused on driving efficiency, resilience, and strategic value.

Each year's agenda reflects the most pressing challenges and emerging innovations, from materials and logistics to power systems and international trade. Participants gain practical insight into navigating global disruptions, improving cross-functional performance, and aligning supply strategies with broader business goals.

Who Should Attend:

Supply chain professionals, commercial and operations leaders, sourcing and procurement teams, trade compliance specialists, and business development executives looking to stay ahead of the curve in the dynamic global energy landscape.

Conference Highlights:

- Industry outlooks from top-tier analysts and economists
- Panels with senior executives from E&P/customers and supply chain leaders
- Interactive breakout tracks tailored to specialty areas
- Networking opportunities with peers and strategic partners
- Actionable takeaways to apply immediately within your organization



Energy Technology Seminar

Technologies Driving Power & Automation

Overview:

Hosted by the Energy Technology Committee, the Energy Technology Seminar highlights how power systems and automation are reshaping the energy landscape. With increasing pressure to deliver efficiency and reliability, this half-day seminar explores the tools and technologies unlocking new performance across the oilfield.

Held in Houston each spring, the seminar features panels such as AI integration, rising power demand, automation trends, and customer strategies to stay competitive. It's a high-value touchpoint for professionals driving operational innovation and digital transformation.

Who Should Attend:

Operations leaders, technology strategists, engineers, digital transformation leads, automation professionals, and executives looking to stay on top of the next wave of energy innovation.

Seminar Highlights:

- Market outlook on energy technology trends and investment priorities
- Executive perspectives on power infrastructure and reliability demands
- Case studies on real-world automation and AI deployment
- Interactive panels with operators, service companies, and technology providers
- Insights into how AI is transforming field operations, maintenance, and logistics
- Networking with leaders across power, digital, and operational strategy roles
- Practical takeaways to guide tech adoption and performance improvement



Innovation & Trends

Forward-looking topics that prepare the workforce for what's next

In addition to our conference and seminar offerings, Energy Workforce introduces specialized workshops and seminars throughout the year to address emerging challenges and opportunities in the industry. These sessions provide timely insights, practical tools, and peer-to-peer learning tailored to today's evolving marketplace.

Past Programs Include:

Power Markets and Oil & Gas: An Economic and Strategic Interplay

A deep dive into how electricity markets, regulatory dynamics, and rising demand from AI and EVs impact upstream and midstream operations. Hosted with Pickering Energy Partners.

Workforce Policy Roundtable

An executive-level session on navigating labor law changes, regulatory compliance, and workforce strategy in a shifting legal landscape. Led by legal experts and the People & Culture Committee.

Navigating the Workforce Impact of AI

A forward-looking discussion on how AI is transforming workforce strategy, skills development, and human-machine collaboration. Led by Deloitte's Greg Vert and the People & Culture Committee.

AI for Business Leaders

An executive-level workshop on how artificial intelligence is reshaping enterprise strategy, operational efficiency, and competitive positioning. The session will explore the evolution of AI systems, key business value drivers, and case studies across manufacturing, supply chain, and beyond. Hosted with Accenture.

Get Started

**Workforce development isn't a checkbox,
it's a competitive edge.**

EWTC offers programs year-round designed to build stronger leaders, safer operations, and a more resilient workforce. Most offerings are open to all member companies, and select events are available to non-members.

**To explore upcoming sessions or discuss
how to engage your team, visit**

www.energyworkforce.org/events/
or contact **Peggy Helfert**
VP Programs & Events, for tailored support.