

Publications, Speeches, Interviews et. al.

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May 2018

This document provides a listing of publications, speeches, blogs, newsletters, interviews, and other media related activities of the author throughout his career. Most of these items are available in hardcopy, electronically, or links to websites. Contact information is at the end of the document and individual works are available upon request.

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Publications

In Print

Shemwell, Scott M. (forthcoming). System of Systems Asset Lifecycle Performance: The Internet of Things Meets Augmented Reality. [Petroleum Africa Magazine](#).

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<http://www.scribd.com/doc/13395793/Management-Theory-Evolution-Not-Revolution>
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- _____ (1992). Case Study: Hypothetical Merger between Sun Microsystems and Cray Research—A Financial and Market Analysis of the Possible Merger of these Two Firms. Unpublished manuscript.

Work in Progress

- Shemwell, Scott M. (forthcoming). White Paper—Adjusting to Globalization: Career Moves in the Volatile Economy. (Monograph). Houston, TX: Author.
- _____ (forthcoming). White Paper—The Economics of Information in the Upstream Oil & Gas Industry. (Monograph). Houston, TX: Author.
- _____ (forthcoming). Real-Time Business: A White Paper for the CEO. (Monograph). Houston: Author.
- _____ (forthcoming). Gaming Business Processes: Decision-Making on Steroids. Author
- _____ (forthcoming). Developing a Digital Energy Implementation Framework. Author

Speaking Engagements

General

- Shemwell, Scott M. (2018, March 27). Attaining & Sustaining Operational Excellence: A Best Practice. 2018 International Petroleum and Petrochemical Technology Conference. Beijing, China.
- _____ (2018, March 27). Technical Chairman’s Welcome and Opening Comments. 2018 International Petroleum and Petrochemical Technology Conference. Beijing, China.
- _____ (2016, November). Implementing a Systemic Culture of Safety: Risk Mitigation in Field Operations. Risk-Con 2016. São Paulo, Brazil. (online conference).
- _____ (2016, May 18) Implementing a Systemic Culture of Safety: The Role of IT. PNEC 20th International Conference on Petroleum Data Integration, Information and Data Management. Houston.
- _____ (2016, April 13). Cost and Productivity Management: Adding Value in a Down Market. PennEnergy. Houston.
- _____ (2015, November 2). Implementing a Systemic Culture of Safety: Experiences from the Upstream Oil & Gas Sector. International Atomic Energy Agency Technical Meeting on Developing Improvement Programmes for Safety Culture. Vienna.

_____ (2015, October 14). Critical Issues for the Energy Industry: The Game Has Changed and Why. Young Professionals in Energy. Midland.

_____ (2015, May 5). Implementing a Culture of Safety Do's and Don'ts. PennEnergy: OTC 2015 Presentation Series. Houston.

_____ (2015, May 4). Implementing a Culture of Safety Do's and Don'ts. PennEnergy: OTC 2015 Presentation Series. Houston.

_____ (2015, April 7). How Can Humans Effectively Manage Increasingly Complex Systems? Deep Space Deep Ocean: Aramco Technology and Operational Excellence Forum. The Woodlands.

_____ (2015, February 19). Mobility: Enabling Superior Operations Management Performance. 2015 Mid-Continent Digital Oilfield Conference. Tulsa.

_____ (2014, November 20). Making the Complex Sale: Selling to Industrial/Enterprise Customers. Petrolessons. Houston.

_____ (2014, November 13). Critical Issues Forum: The Digital Oilfield Status and Trends. PennEnergy. PennEnergy. Oklahoma City.

_____ (2014, November 12). Critical Issues Forum: The Digital Oilfield Status and Trends. PennEnergy. Tulsa.

_____ (2014, September 23). Critical Energy Issues Discussion Breakfast - Safety is No Accident: Establishing a Culture of Safety in Oil & Gas. PennEnergy. Calgary.

_____ (2014, April 8). Critical Issues Facing the Energy Industry: Enabling a Culture of Safety and SEMS Compliance. PennEnergy. Houston.

_____ (2013, October 24) Critical Issues Facing the Energy Industry Online Forum: Integrity Management and its Economic Value Proposition to the Deepwater Sector. Deep Offshore Technology International: PennEnergy Hosted Breakfast. The Woodlands.

Shemwell, Scott M. and Murphy, Paul. (2013, October 7). A SAP Enabled SEMS: A New Operations Management System (OMS). Best Practices for Oil & Gas, SAP Solutions for the Energy Industry. Dallas.

Shemwell, Scott M. (2013, September 11). Catalyst for Extending Organizational Governance Models to Field Operations. API Beijing 2013. Beijing.
<http://www.apibeijing2013.org/conference/upstreamsessions.html>

_____ (2013, August 13). Protecting Your Knowledge and Intellectual Property. Houston Technology Center—JSC. Clear Lake.

_____ (2013, February 11). State of SEMS: An Overview of Current Deepwater Safety and Environmental Management System Practice and Trends—Game Changing Implications for HTC Client Companies. Houston Technology Center. Houston.

_____ (2012, October 31). Keynote Speech: Industrial Asset Management in the 21st Century—An Overview. ECOPETROL Technological Forum on Asset Integrity Management. Bucaramanga.

_____ (2012, March 22). Overview of Oceanic Environmental. Houston Technology Center; Energy Technology Investor Forum (Upstream Oil & Gas).

_____ (2012, March 16). Challenges for the International Oil and Gas Markets: A Business Perspective. Russia's Energy Policy: Domestic and Foreign Dimensions. Part of IERES' Behind the

Headlines' Series. Slavic Research Center. The George Washington University. The Elliott School of International Affairs. Washington, D.C.

_____ (2011, August 8). Global Energy Trends & Issues: Impact on Northeast Asia. Keynote address at The Northeast Asia Economic Forum 20th Annual Conference. Honolulu.

_____ (2011, August 6). A User's Guide to Policy Implementation: Perspective of the Author. Sixth Annual Young Leaders Training & Research Program in Regional Cooperation & Development. The University of Hawai'i. Honolulu.

_____ (2011, August 5). 21st Century Global Energy: Insights into the World's Largest Industry. Sixth Annual Young Leaders Training & Research Program in Regional Cooperation & Development. The University of Hawai'i. Honolulu.

_____ (2011, May 23). Drilling Risk Assessment Overview: A "Serious Game" Approach for the Project Risk Assessment Process. Panel Member. Discussion on the Stage Gate Processes PMI Houston Process Industry Focus Group: Energy Corridor.

_____ (2011, May 12). Navigate the Compliance Matrix: Compliance Tools as the First and Last Line to Regulatory Defense. The Energy Summit. The Houston Club.

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(Tentative Title / Work in Progress)

- ❑ Chronicles of a 50 Something New Marathoner: The Journey Continues (forthcoming).
- ❑ Essays on Leadership (forthcoming).
- ❑ Complex Selling at the Top (forthcoming).
- ❑ Oil—DNA of the Silicon Valley (forthcoming).

Software Solutions Developed

- ❑ Cross Cultural Negotiation Game
- ❑ Supply & Demand [Model](#)
- ❑ Operations Agility & Resiliency System (Smart OpEX)
- ❑ Economic Value Proposition Matrix®
 - EVPM—[Free Version](#) (May 2016)
 - Coal Bed Methane Field Development (2008-Present)
 - Digital Oilfield Implementation (2004-Present)
 - Security (2012-Present)
- ❑ Mobility Enabled Operational Performance
 - Disaster Recovery (2004-Present)
 - Pipeline Integrity Management (2012-Present)
- ❑ Process Risk Simulation Models
 - Disaster Recovery Modeling (2004-Present)
 - [Drilling Risk Assessment](#) (2004-Present)
 - Project Management Scenario Simulation (2006-Present)
 - Real Time Control System Y2K Exposure (1997-98)
 - Unconventional Heavy Oil (2007-09)
 - Well Construction Interface Document (2013-Present)

Additional Material

Lunch & Learn Webinar Forum

This is a suite of webinars to be launched in 2018. The goal is to discuss with attendees various contemporary subject matters. They are recorded and available on You Tube.

Blogs

Critical Mass: Value from the RBC Framework

This blog commenced on November 2017 and is expected to be published monthly.

<http://therrinstitute.com/news/>

Nuclear physicists define the term, “critical mass” as the amount of fissile material whereby a nuclear reaction is self-sustaining. From that original definition, the construct is further developed along societal and political terms as a function of the environment and number of adopters and their interdependencies that create enough of a consensus for individual actions that sustains an undertaking.

In 1996, the author published the first of several case studies on a societal interaction model based on the Relationships, Behavior and Conditions (RBC) construct among economic actors. Previously the model was only in the domain of academia.

This blog addresses contemporary issues from the RBC perspective and whether in the present state they are sustainable or not. Many readers may be familiar with the “Innovation Adoption Curve.” RBC seeks to enlighten the causality of behaviors that cause movement towards the critical mass that generates movement along this diffusion curve.

2018

- ❖ May 27 Are Organizational Governance Models Broken: Why Can't Management Get a Handle on Things?
- ❖ April 15 Is Your Digitalized Organization Cybersecure?
- ❖ January 25 Organizational Predators: Jackals, Hyenas, and Wolves in Managerial Clothing
- ❖ January 10 A New Relationship

2017

- ❖ December 22 Excellent Behaviors: Assessing Relationships in the Operational Excellence Ecosystem
- ❖ November 28 Precedent Matters: Physical and Cyber Security Materiality

BTOES Insights

Invited Contributor—[BTOES Insights](#), the content portal for Business Transformation & Operational Excellence opinions, reports & news.

2017

- ❖ November 10 [Assuring Operational Excellence from Contractors and Their Subcontractors II: A Best Practice Model Abstract](#)
- ❖ October 20 [Assuring Operational Excellence from Contractors and Their Subcontractors](#)

Governing Energy

The Governing Energy blog presents a series of biweekly commentaries about contemporary issues in organizational governance and its new role in operations. The series is available at <http://www.pennenergy.com/governing-energy.html>

The second two years, 2014-15 and the first two years, 2012-13 have been compiled into the following books (available as paperback and [Kindle](#)):

Shemwell, Scott M. (forthcoming). Governing Energy: Organizational Governance—Issues of the 21st Century 2016-2017 Edition. Houston: RRI Publications.

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2018

- ❖ May 7 Cyber Governance—Now!
- ❖ April 30 Augment Your Reality
- ❖ April 11 Is it Real or Is It ...?
- ❖ March 27 Gaming Culture

- ❖ March 6 IoT Fever
- ❖ March 1 To Shale or Not to Shale?
- ❖ February 12 Sources and Methods
- ❖ January 30 The Old Order Changeth Yielding to Chaos
- ❖ January 8 Resolutions

2017

- ❖ December 12 Atmosphere
- ❖ December 6 Contagion
- ❖ November 15 Leadership 101?
- ❖ November 3 Is Culture Freezing Forward Movement?
- ❖ October 18 I Don't Have Time
- ❖ October 2 Logged Off
- ❖ September 19 A Funny Thing Happened on the Way to Collaboration
- ❖ September 5 Collaboration Whips Harvey
- ❖ August 21 Rude
- ❖ August 10 Proof Positive?
- ❖ July 19 Book of Best Practices
- ❖ July 6 Culture of Destruction
- ❖ June 22 Close the Deal?
- ❖ June 7 Bounce Back
- ❖ May 26 Collaborative Selling
- ❖ May 16 Selling in Today's Marketplace
- ❖ April 27 Digitization Value Proposition
- ❖ April 19 Not Alone
- ❖ March 30 Codification
- ❖ March 7 Fake Data
- ❖ February 23 New Truths
- ❖ February 14 No Longer Relevant
- ❖ January 17 Self-Decision
- ❖ January 3 Optimism

2016

- ❖ December 29 Big Data Revisited
- ❖ December 12 Imagine
- ❖ November 17 All the Pundits Were Wrong—Again!

- ❖ November 9 Pasteur Forgotten?
 - ❖ October 25 So, What's the Problem?
 - ❖ October 11 Contractor Management
 - ❖ September 22 Importance of Common Nomenclature
 - ❖ September 6 Memories
 - ❖ August 17 Rig Up
 - ❖ August 5 Awareness 101
 - ❖ July 18 The New Knowledge Management Normal
 - ❖ July 6 Known, Unknown, Unknowable
 - ❖ June 29 Cultural Risk
 - ❖ June 20 What Do We Do Now?
 - ❖ June 2 Sustaining It!
 - ❖ May 9 Getting Resilient
 - ❖ April 25 Going Agility
 - ❖ April 6 Sharing
 - ❖ March 22 Determining Value
 - ❖ March 2 Costs and Productivity
 - ❖ February 16 Stop Work?
 - ❖ February 3 Safety Revisited
 - ❖ January 25 Left Behind
 - ❖ January 14 A Year for Strong Bond Governance?
- 2015
- ❖ December 18 Quantum Indeterminacy
 - ❖ December 2 Energy Inflection Point
 - ❖ November 24 Mediocracy is the Goal?
 - ❖ November 11 Lost Luggage—A Systemic Risk Management Case Study
 - ❖ October 20 Cyber Operations
 - ❖ October 7 Economics, Economics, Economics
 - ❖ September 22 Preserving Your Culture
 - ❖ September 2 Big Adversity—Big Prosperity
 - ❖ August 24 Technology Price Point Changes Everything
 - ❖ August 4 The New Normal
 - ❖ July 20 Cultural Simulation
 - ❖ July 7 The Boomers Have Left the Building

- ❖ June 18 New Systemic Realities
 - ❖ June 8 Fat Tail
 - ❖ May 18 Bounding the Boundless
 - ❖ May 4 On Technology
 - ❖ April 23 Titans of the 1940s Today
 - ❖ April 2 The Two Key Solution
 - ❖ March 20 Drilling Moore
 - ❖ March 2 Cultural Collision
 - ❖ February 20 Positively Negative
 - ❖ February 4 Towards Zero
 - ❖ January 22 Is it Different This Time?
 - ❖ January 2 Reaffirmation
- 2014
- ❖ December 18 2008—Redux
 - ❖ December 11 Requisite Variety
 - ❖ November 25 Becoming a Part of Speech—Pluses & Minuses
 - ❖ November 7 Agile, Resilient, Sustainable Ecosystem
 - ❖ October 20 Veterans Administration
 - ❖ October 6 Workflow Alignment
 - ❖ September 22 Man Machine Codependency
 - ❖ September 3 Empty
 - ❖ August 17 100 Years
 - ❖ August 12 Culture's Consequences
 - ❖ July 18 Institutional Imprint
 - ❖ July 2 Ground Stop Chaos
 - ❖ June 18 Price of Failure
 - ❖ June 3 What Management Wants to Hear
 - ❖ May 20 Culture of Fear
 - ❖ May 7 No Newbies!
 - ❖ April 16 The Tax Man Commeth
 - ❖ April 3 Cultural Sinistry
 - ❖ March 17 Sustainability?
 - ❖ March 3 Non- Linear
 - ❖ February 17 Cyber T

- ❖ February 4 Maturity Model
- ❖ January 16 Strength of Ideas
- ❖ January 2 Into the Breach
- 2013
- ❖ December 16 Reflection
- ❖ December 2 A Jury of Your Peers
- ❖ November 18 Social Media Goes BC
- ❖ November 4 $(Ax = b) > C^4$
- ❖ October 16 Don't Nuke It!
- ❖ October 2 Discipline
- ❖ September 17 Strong vs. Weak?
- ❖ September 3 Culture as Philosophy
- ❖ August 16 Crossing the Cultural Transformation Chasm
- ❖ August 3 The Guns of August
- ❖ July 18 Dilemma
- ❖ July 2 Sending the Message
- ❖ June 17 Big Data: Ethics and Morals
- ❖ June 3 Demons Among Us
- ❖ May 16 Pocket Change
- ❖ May 2 Repetita Placent
- ❖ April 16 It Must Be Spring
- ❖ April 2 A Fool's Errand
- ❖ March 18 Tulips
- ❖ March 4 Branching Consequences
- ❖ February 18 Safety Board
- ❖ February 4 Checking Doctors
- ❖ January 17 Governing Europe
- ❖ January 2 Renewal!
- 2012
- ❖ December 17 A Perfect Match
- ❖ December 5 Acculturation
- ❖ November 19 What a Difference a Year Makes
- ❖ November 5 From Desktop to Hardhat
- ❖ October 19 Safety, Safety, Safety

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|---|--------------|--|
| ❖ | October 4 | IV&V |
| ❖ | September 17 | It's the Data, Stupid! |
| ❖ | September 4 | It's Complicated |
| ❖ | August 16 | Yadadamean |
| ❖ | August 2 | Flaps & Slats |
| ❖ | July 18 | Stop Work! |
| ❖ | July 5 | The Iceberg Principle |
| ❖ | June 16 | Virtue, Liberty, & Independence—At Risk? |
| ❖ | June 2 | The DC-10: A Cautionary Tale |
| ❖ | May 16 | Trust but Verify |
| ❖ | May 2 | Road Map |
| ❖ | April 16 | Centralized—Decentralized |
| ❖ | April 2 | Full Faith and Credit |
| ❖ | March 16 | Millennials Arrive |
| ❖ | March 2 | Inflection—Reflection |
| ❖ | February 17 | Sergeant Schultz 2.0 |
| ❖ | February 2 | All Hands! |

Other

From time to time, we have been featured in miscellaneous blogs or other online publications. These are featured here.

April 3, 2018. How Human Factors Limit Achieving Operational Excellence.
<https://consult2050.com/how-human-factors-limit-achieving-operational-excellence/>

Podcasts

Beginning in 2018 we launched a Podcast Series about topical business issues of the day. This is an extension of our Blog Series.

You Tube

Subscribe to The Rapid Response Institute Channel.
https://www.youtube.com/channel/UCdzXiDX44Hn-Ue_n9d9WTFQ

Newsletters

Executive Briefing—Business Value from Technology

Publisher/Editor/Writer, -Monthly newsletter on current knowledge management issues, 2002—2005.

2004-05 editions compiled into the book published in 2011, [Essays on Business and Information Technology II: Maximizing Organizational Performance](#). New York: Xlibris.

2005

- ❖ December Pending Fury
- ❖ November Kids are Smart—Adults Aren't
- ❖ October Evacuation!
- ❖ September Leadership—In the Face of Adversity
- ❖ August On the Ground
- ❖ July Operations, Operations, Operations
- ❖ June The Corporate Bar is Raised
- ❖ May Change Happens, or Does it?
- ❖ April Capturing Organizational Performance
- ❖ March 18th Century Answers to 21st Century Problems
- ❖ February Eaten by Your Young
- ❖ January Futuristic Decision Making

2004

- ❖ December Security Integration
- ❖ November Governing Value
- ❖ October Flight of Fantasy
- ❖ September Reality Bites: Transparency Transforms Corporate Practices
- ❖ August Predators
- ❖ July Working Over IT
- ❖ June Managing Ambiguity
- ❖ May Process Uncertainty
- ❖ April Knowledge as an Ecology
- ❖ March Booming Exodus
- ❖ February Calculus of Value
- ❖ January The Lesson of the Chessboard

2002-03 editions compiled into the book published in 2005, [Essays on Business and Information Technology: Alignment Issues of the Early 21st Century](#). New York: Xlibris.

2003

- ❖ December Those Guys Were Pretty Darn Smart
- ❖ November Selling the Dream
- ❖ October Death of the Big Bang Theory
- ❖ September Organizational Parkinson's
<http://www.scribd.com/doc/31572446/Organizational-Parkinson-s>
- ❖ August Isn't IT Risky?
- ❖ July Mitigating IT Risk Through Portfolio Management
- ❖ June The Flight of IT
- ❖ May Enhancing Shareholder Value: Risk Management in the 21st Century
- ❖ April Access to Capital
- ❖ March Operational Integrity Equals Operational Excellence
- ❖ February Security, Security, Security
- ❖ January Too Much Information – Not Enough Satisfaction

2002

- ❖ December Disruptive Technologies – Out of the Box
- ❖ November Asleep at the Helm
- ❖ October Life is Like a Linear Program
- ❖ September Separate But Equal
- ❖ August Profitability in a Down Economy
- ❖ July Sleepless in the Board Room
- ❖ June Can IT Generate a Return on Capital?
- ❖ May Managing Your IT Portfolio
- ❖ April A Choice of Options
- ❖ March Lessons from the Front
- ❖ February Economic Theory Supports E-Business Model
- ❖ January Critical Issues Facing the Energy Traders

New Millennium News

Publisher/Editor/Writer, – Monthly newsletter on current knowledge management issues, 1998 –99. **Compiled into a section (Bug Lore) of the book published in 2011, [Essays on Business and Information Technology II: Maximizing Organizational Performance](#).** New York: Xlibris.

1999

- ❖ September Continuing Discussion on Productivity
- ❖ August Moving Into the Knowledge Millennium
- ❖ July Economics of Networks
- ❖ June 24 Keeping Your Options Open
- ❖ June 1 It Ain't Over Til it's Over!
- ❖ May 17 The Public Relations Opportunity of the Century – guest author, Alice Brink
- ❖ May 3 Is There Life After Y2K?
- ❖ April 15 Legal Implications of Y2K – guest author, Ed Carstarphen
- ❖ April 1 It's Not the End of the World. But It's No Joke Either
- ❖ March 15 Go Con-figure
- ❖ March 1 Be Careful of What You Prepare For
- ❖ February 15 The Games People Play
- ❖ February 1 Y2K: Life or Death?
- ❖ January 15 Corporate Correspondence Catch 22
- ❖ January 4 The Rubber Meets the Road (Triage)

1998

- ❖ December 15 Testing, Testing, and More Testing
- ❖ December 1 Fixing Software Bugs – Reality vs. Hype
- ❖ November 16 Your Supply Chain – A Different Perspective
- ❖ November 2 Process Simulation – Additional Insight for Risk Mitigation
- ❖ October 15 Wall Street Provides A Precursor to the Year 2000 Problem
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