

Governing Energy



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Atmosphere

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Our final blog of the year completes six calendar years of *Governing Energy*. To say much has happened since the first edition dated February 2, 2012 is more than an understatement. Including this edition, the total count is 142 bi weekly comments and counting.

The world of energy has changed dramatically and probably permanently since that day. The most important changes and their historic impact have yet to be determined. The role of Shale, the emergence of the United States as a possible “swing producer” as well as the revitalization of coal, to name a few. Finally, renewables are becoming more mainstream.

This year alone, major political and social forces have made themselves known. Moreover, huge hurricanes were spawned, significantly changing the world of thousands of individuals and locales. The US stock market has explored and is perhaps in bubble territory.

We used to describe rapid change attributed to the early Internet (circa 2000) as Dog Years—effectively each Internet driven year is equal to seven calendar years. One can argue that today's Digitalization year is a dog year on steroids!

Side note: A recent study suggested that Millennials were not familiar with terms such as 'floppy disk' or 'pager.' Doubt many see the world from a dog year perspective either—so 1990s as they used to say back in the day.

The Relationships, Behaviors and Conditions (RBC) model often put forth in this column recognizes that humans exist in and react to circumstances around them. Often described as the environment in which we live/work.

When describing Maslow's hierarchy of human needs, Wikipedia list 'air' as the first of his base physiological needs.¹ Not surprising because without air we would not last to our next meal.

Dog Year, Type A, and other stereotype human taxonomy players all breath air 24/7. So, it is the atmosphere more so than the environment or climate that that is core to human existence and behaviors trying to assure existence continues.

Certainly, true at the base level. The atmosphere surrounding our organizations, working groups, marriage etc. dictate base human behavior—including at the societal level.

Air enters our bodies directly and with a specific purpose. Tainted air will choke or even do worse to those who must intake this foundation of life. This is a very internal relationship.

Imagine, what the atmosphere is like in some of the organizations most recently making the headlines. Continued layoffs, corporate restructuring and the very public and deeply offensive harassment by powerful superiors not only affects those directly affected but the rest of the ecosystem as well!

Culture, environment, and other terms may have become overused. This is often the case. Perhaps a better phrase and more fundamental to the human physiology is a discussion about the atmosphere in which we all live.

As we take a 'short' pause to celebrate the holidays and the New Year with our friends and families, how many of us will keep our Smart Devices at our sides at all time? Don't expect 2018 to slow down. Likely as not, humanity will continue disruptive technological and societal change.

Some will be for the good and some perhaps not. Regardless, this edition next December will undoubtedly have much to discuss. This is the societal air we breathe.

Is the Atmosphere of Your Organizational Ecosystem Conductive to Success or Failure?

For more on this subject, see [Structural Dynamics:Foundation of Next Generation Management Science](#)

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Additional details are available from the author.

About the Author

Dr. [Scott M. Shemwell](#) has over 30 years technical and executive management experience primarily in the energy sector. He is the author of six books and has written extensively about the field of operations. Shemwell is the Managing Director of The Rapid Response Institute, a firm that focuses on providing its customers with solutions enabling Operational Excellence and regulatory compliance management. He has studied cultural interactions for more than 30 years—his dissertation; *Cross Cultural Negotiations Between Japanese and American Businessmen: A Systems Analysis (Exploratory Study)* is an early peer reviewed manuscript addressing the systemic structure of societal relationships.

End Notes

ⁱ https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs