

Governing Energy

Imagine

Volume 5 Number 23—December 12, 2016

Alan Turing, the noted mathematician that cracked the Enigma code during World War II is credited with saying, “Sometimes it is the people no one can imagine anything of who do the things no one can imagine.”ⁱ His statement is another take on the Chinese proverb, “Those that say it can’t be done should get out of the way of those doing it.”ⁱⁱ

In a world where all are being asked *to do more with less*, it seems we are so focused on the next task that it is hard to imagine what might be. It is precisely at this moment that great ideas are launched.

In the 2014 movie, *The Imitation Game*, the code breakers were on a linear repetitive path and failing every day. Even when Turing build his Turing Machine, they still continue the linear, albeit now automated thinking and constantly failed as well. Only when they step outside the preverbal box do they find the way forward.ⁱⁱⁱ

Some traditionalists have responded to the current economic climate as the sector has in the past and repeated the predictable results. Others took a different route and some actually thrived over the past 30 months or so.

Many of the latter made broad use of technology to drive their financial breakeven point much lower. These economic actors may have paved a future where the price of oil does not shoot back up as they can ramp up profitable production quickly thus increasing supply.

In the 1980s, this author first heard the term, “Please give me one more oil boom and I promise not to ___ it away this time.”^{iv} Several booms have come and gone since then and most believe this is still a boom-bust sector. In the past there was an element of truth to that opinion.

We have argued in this blog on several occasions that the upstream oil and gas sector may have gone through a disruptive seminal event (oil price collapse in 2014) and new business model will prevail. It is probably prudent to expect the current commodity trading range to remain with us for the foreseeable future with more pressure on the downside than the upside.

Hoping that 2017 markets will be better may not be a good strategy. Imagining a new way forward and capitalizing on the intellectual property of the organizational ecosystem may result in a stronger bottom line.^v There are a lot of good ideas and smart individuals available to all firms!

We have all heard the phrase, “It’s not your father’s ___ any more.” Well, it’s not your father’s oil patch any more either.

What is Your Organization doing to Imagine a Better Future?

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 social relationships.

Free [Economic Value Proposition Matrix](#) version 2.0 (Realize the value of your investment)

End Notes

ⁱ https://www.goodreads.com/author/quotes/87041.Alan_Turing

ⁱⁱ <https://lanstudio.wordpress.com/2008/09/28/those-that-say-it-cant-be-done-should-get-out-of-the-way-of-those-doing-it-chinese-proverb/>

ⁱⁱⁱ https://en.wikipedia.org/wiki/The_Imitation_Game

^{iv} <https://memegenerator.net/instance/59104313>

^v <https://www.entrepreneur.com/encyclopedia/intellectual-property>