



PUBLICATIONS, SPEECHES,  
INTERVIEWS, ET. AL.

**Dr. Scott M. Shemwell**

# **Publications, Speeches, Blogs, Interviews et. al.**

**SCOTT M. SHEMWELL, D.B.A.**

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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 generally available upon request.

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- \_\_\_\_\_ (1996). Cross Cultural Negotiations between Japanese and American Businessmen: A Systems Analysis, (Exploratory Study). Unpublished doctoral dissertation, Nova Southeastern University, Ft. Lauderdale.

- \_\_\_\_\_ (1996). Is Your High Performance Team in Reality a Team of the Lowest Common Denominator?—Why Do I Always Feel Like a Kindergarten Teacher? Author.
- \_\_\_\_\_ (1996). [Cross Cultural Negotiations between Japanese and American Businessmen: A Systems Analysis, (Exploratory Study): Supplement—Data Tabulation]. Unpublished raw data.
- \_\_\_\_\_ (1994, December). Framework for Strategic Cost Analysis of Information Technology in the Petroleum Industry - (Part III). *PetroSystems World*. pp. 10-11. (complete series available at <http://www.scribd.com/doc/17786623/Framework-for-Strategic-Cost-Analysis>)
- \_\_\_\_\_ (1994, September). Framework for Strategic Cost Analysis of Information Technology in the Petroleum Industry - (Part II). *PetroSystems World*. pp. 14.
- \_\_\_\_\_ (1994, July). Framework for Strategic Cost Analysis of Information Technology in the Petroleum Industry - (Part I). *PetroSystems World*. pp. 14.
- \_\_\_\_\_ (1994). Negotiation of International Strategic Alliances. Unpublished manuscript.
- \_\_\_\_\_ (1993). Case Study: Information Technology Strategic Framework for An Energy Service Company. Unpublished manuscript (Document in the Public Domain).
- \_\_\_\_\_ (1993). Strategic Cost Management – Information Management for the Petroleum Industry: A Detailed Model of Industry Information Dynamics. Unpublished manuscript.
- \_\_\_\_\_ (1993). Management Theory—Evolution Not Revolution, *Proceedings of the 11<sup>th</sup> Annual Conference of the Association of Management*, 11 (2), pp. 74-78. <http://www.scribd.com/doc/13395793/Management-Theory-Evolution-Not-Revolution>
- \_\_\_\_\_ (1992). Omnibus Export Amendments Act of 1991: An Analysis. Unpublished manuscript.
- \_\_\_\_\_ (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.
- \_\_\_\_\_ (date uncertain, likely early 1990s). Strategic Cost Analysis of Information Technology in the Petroleum Industry. 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. (2021, December 9). The Use of “SMART” Technologies and Associated Risk Mitigation in Agriculture: Not Just H<sub>2</sub>O. NAWI Alliance Fall Meeting 2021: Understanding Water and Agriculture. UnConference Session. Online.

\_\_\_\_\_ (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. 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 21<sup>st</sup> 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). 21<sup>st</sup> 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.

\_\_\_\_\_ (2011, April 25). Integrity & Regulatory Compliance Management: Challenges of the 21<sup>st</sup> Century Energy Industry. PMI Houston Process Industry Focus Group: Energy Corridor.

Shemwell, Scott M. and Dowlearn, Robert T. (2010, November 18). An Industry Solution to the Emerging Field Regulatory Environment—Equipment Integrity and Regulatory Compliance Consortium: A Proposal for Industry Collaboration. Drilling Engineering Association Fourth Quarterly Meeting. Houston. <http://dea-global.org/wp-content/uploads/2010/08/sshemwellConsortium-Presentation-November-2010.pdf>

Shemwell, Scott M. (2008). Wescorp Investor Road Show: Numerous Presentations to Investor Groups. Los Angeles.

- \_\_\_\_\_ (2008, October 27). Case Study: Ruggedized RFIDs Utilized in the Gulf of Mexico. 3rd American Institute of Engineers RFID West Conference. Las Vegas.
- \_\_\_\_\_ (2008, May 21). Case Study: Optimizing Operational Performance for a Canadian Unconventional Oil Exploration and Development Company. Society of Petroleum Engineers 2008 Digital Energy Conference. Houston.
- \_\_\_\_\_ (2007, February 6). Oil & Gas Field Intelligence: An Asset Management Solution. New Orleans (Oil & Gas Industry) Section of the Instrumentation System and Automation Society. New Orleans.
- \_\_\_\_\_ (2006, September 15). Optimizing Scarce Resources using Project Simulation. Proceedings of the 38<sup>th</sup> Annual Engineering, and Construction Contracting (ECC) Association Conference. San Antonio.
- \_\_\_\_\_ (2006, March 23). Before it's a Project, Is it a Model Project? PMI, Clear Lake, Clear Lake. <http://www.scribd.com/doc/14218453/Before-Its-a-Project-is-It-a-Model-Project>
- \_\_\_\_\_ (2005, October 3). Empowering the Digital Oilfield: Capitalizing on Real-Time Data and Information. Lafayette (Oil & Gas Industry) Section of the Instrumentation System and Automation Society. Lafayette.
- \_\_\_\_\_ (2005, June 27). Discussion Leader: Outside the Industry—Thinking Outside the Barrel. 2005 SPE FORUM SERIES, Reservoir to Sales Meter—The Future of Measurement, Automation, and Remote Control. Broomfield.
- \_\_\_\_\_ (2005, April 19). Rapid Information Solution Implementation: Using Concurrent Engineering to Facilitate Rapid Pipeline & Facilities Reconstruction. TechSouth 2005. Lafayette.
- \_\_\_\_\_ (2004, December 14). Economics of Integration & Interoperability: Adding Value to Revenue Producing Assets. Energy Markets IT Forum. Houston.
- \_\_\_\_\_ (2004, November 17). Industry at a Tipping Point: Value Derived from Integrated Operations. POSC Annual Meeting. Houston.
- Shemwell, Scott M. and Murphy, Paul (2004, November 16). Roadmap to the Optimal Enterprise: Discussion Points for Successful Implementation. POSC SIG North America Regional Meeting. Houston.
- Shemwell, Scott M. (2004, November 3). The 21st Century Energy Industry: Before the Storm; Sectors at their Tipping Points. Microsoft Executive Circle. Keynote Address. Houston.
- \_\_\_\_\_ (2004, January 31). Desperately Seeking Technology: 21st Century Needs of the Downstream, Petrochemicals, and Retail Petroleum Industry Segments. Presentation to the Intel global sales force. Anaheim.
- \_\_\_\_\_ (2003, April). Using Information and Data Capital to Drive the Bottom Line. Proceedings of the AIChE Spring Meeting. Reprinted in the February 2003 AIChE / CAST Division Electronic Newsletter <http://www.castdiv.org/spring03.htm>.
- \_\_\_\_\_ (2003, February 11). Global Capital Project Management: Enhancing NPV through Supply Chain Collaboration. Proceedings of the CERA Week 2003 Conference – Russia: Oil Boom but Gas Drift? Session. Houston.
- \_\_\_\_\_ (2002, April 9). Collaboration Across the Extended Energy Supply Chain. Proceedings of the Oracle. AppsWorld Conference. San Diego.
- \_\_\_\_\_ (2002, October). The Role of Integrated Data in Interpretation. Addendum to Proceedings of the 2002 SEG Annual Conference.

\_\_\_\_\_ (2002, April 2). Use of Spatial Data in E&P: Evolution and Case Study. Proceedings of the SPE—IAGC eBusiness Conference. Houston.

\_\_\_\_\_ (2002, February 10-15). Mitigating Risk Through Better Information. Proceedings of the CERA Week 2002 Conference. Houston. <http://www.scribd.com/doc/13403019/Mitigating-Risk-Through-Better-Information>

\_\_\_\_\_ (2001, December 6). Case Study: Oracle Major Operational Cost Reduction Initiative. Proceedings of the Interactive Energy 2001 Conference. Houston.

\_\_\_\_\_ (1999, October 29). 21<sup>st</sup> Century Networking for the E&P Firm. Proceedings of the Integrated Information Conference for the Petroleum Industry (Geonetix 99). Houston.

\_\_\_\_\_ (1999, September 20-23). Business Process Simulation: A Methodology for Product Life Cycle Management. Proceedings of the Knowledge Management Conference & Exposition. Dallas.

\_\_\_\_\_ (1999, August 4-5). Strategic Supply Chain E-Processes for the 21<sup>st</sup> Century. Proceedings of Adhesives Age: A Chemical Week Publication, 1999 Executive Management Conference. Chicago.

\_\_\_\_\_ (1999, July 19-21). Developing Effective Business Continuity Plans for Managing Your Supply Chain. Proceedings of the Southern Gas Association Transmission Operating Conference. Dallas.

\_\_\_\_\_ (1999, June 14-15). Adding Economic Value to the Firm Through Supply Chain Revitalization: Dramatic Business Change For the 21<sup>st</sup> Century. Proceedings of The Conference Board 1999 Supply Chain Management Conference: Creating Alternative Supply Chains for Competitive Advantage. Chicago.

\_\_\_\_\_ (1999, March 23). Year 2000: International Implications. Proceedings of the CBA, University of Houston: Doing Business in India—The Texas Connection Conference. Houston.

\_\_\_\_\_ (1998, November). Business Value of Connectivity: Corporate Systems Connectivity to Offshore and Remote Locations. Proceedings of PetroSat 98: The Future of Global Oil & Gas Communications Conference. Houston.

\_\_\_\_\_ (1998, October). Integrated Systems Modeling & Simulation: Techniques that Provide Additional Insight into the Year 2000 Business Continuity and Contingency Planning Processes. Proceedings of the Project 2000 in Oil and Gas: Managing Business Continuity and Contingency Planning for the Year 2000 Date Change Conference. Aberdeen, Scotland.

Herzing, Alfred, and Shemwell, Scott M. (1998, September). A Systemic or Holistic Knowledge Based Approach Towards Year 2000 Compliance for On-Line / Real-Time Systems; Not Just Discrete Components. Proceedings of the Gulf Publishing 4<sup>th</sup> International Conference and Exhibition on Exploration & Production Information Management. Houston.

Shemwell, Scott M. (1998, September). Panel Chairman: Y2000: Millennium Conversion Techniques for Network and Other Real-time Systems—Knowledge Management; One Approach to the Year 2000 Problem. Proceedings of Comdex Miami '98 Conference. Miami.

\_\_\_\_\_ (1997, September). The Economic Value of Timely Information and Knowledge, Key to Business Process Integration Across Boundaries in the Oil & Gas Extended Value Chain. Proceedings of the Gulf Publishing 3<sup>rd</sup> International Conference and Exhibition on Exploration & Production Information Management. Houston.

\_\_\_\_\_ (1997, June). Strategic Value is Derived By Optimizing Global Organizational E&P Knowledge. Proceedings of World Oil's Europe Exploration & Production Data Management Conference and Exhibition, Keynote Address. London.



\_\_\_\_\_ (1997, May). Structural Modeling Techniques for Analyzing Market Dynamics. Proceedings of the Society of Competitive Intelligence Professional (SCIP) 12<sup>th</sup> Annual International Conference, 12 (II), pp. 109-118.

Shemwell, Scott M. & Rueff, Serge. (September 1996). A 'Value-Add' Analysis of the Information Exchange Loop between Oil & Gas Service Companies and Exploration & Production Companies: The Service Company Perspective, Proceedings of the Gulf Publishing Exploration and Production Data Management Conference. Houston.

Shemwell, Scott M. (1995, March). Global Business Alliances, Paper presented at the Academy of International Business - 1995 Southwest Annual Meeting, Houston, TX.

\_\_\_\_\_ (1994). Organizational Conflict and Dispute Resolution, Proceedings of the 12<sup>th</sup> Annual Conference of the Association of Management, 12 (1), pp. 154 - 158.  
<http://www.scribd.com/doc/17787785/Organizational-Conflict-and-Dispute-Resolution>

\_\_\_\_\_ (1993). Scientific Management and its Relevance for the Knowledge Worker in the 1990's, Proceedings of the 11<sup>th</sup> Annual Conference of the Association of Management, 11 (1), pp. 136 - 141.

### ***Toastmasters International***

Attained the following milestones from Toastmaster International <http://www.toastmasters.org/>

- Able Toastmaster (1996)—15 speeches
- Competent Toastmaster (1992)—10 speeches

### ***Web Seminars (Webinar)***

Shemwell, Scott M. and Jeff Brown. (2017, January 19). Make Oil & Gas Great Again Series: Does Your Company Return Its Cost of Capital? The Rapid Response Institute. Katy.

Shemwell, Scott M. (2016, November 3). Attaining and Sustaining Operational Excellence: A Business Case. The Rapid Response Institute. Katy.

\_\_\_\_\_ (2016, October 27). Making the Complex Sale. The Rapid Response Institute. Katy.

\_\_\_\_\_ (2016, June 21). Maximizing Operation Excellence - The Key Role of Information Management. PennEnergy, Houston. <http://www.pennenergy.com/webcasts/ppg-webcasts/2016/06/maximizing-operation-excellence.html>

\_\_\_\_\_ (2016, March 29). Cost Saving and Productivity Enhancement in Field Operations. The Rapid Response Institute. Katy.

\_\_\_\_\_ (2014, November 11). The Emergence of a Global Culture of Safety. IQPC, London.

\_\_\_\_\_ (2014, September 17). Economic Value Proposition as it Relates to the Energy Industry. PennEnergy, Houston.

\_\_\_\_\_ (2014, February 25). Economic Value Proposition as it Relates to the Energy Industry. PennEnergy, Houston.

\_\_\_\_\_ (2013, October 15). Integrity Management and its Economic Value Proposition to the Deepwater Sector. PennEnergy, Houston.

\_\_\_\_\_ (2013, July 9). Improving Reliability in Oil & Gas Applications with Redundant Ethernet. PennEnergy, Houston.

\_\_\_\_\_ (2013, May 1). State of SEMS: An overview of current Deepwater safety and environmental management systems, practices, and trends. (repeat of previous webinar).



\_\_\_\_\_ (2013, February 19). Overview of the Economic Value Proposition Matrix. PennEnergy, Houston, TX. (repeat of previous webinar). Houston.

\_\_\_\_\_ (2013, January 23). State of SEMS: An overview of current deepwater safety and environmental management systems, practices, and trends.

\_\_\_\_\_ (2012, December 18). Overview of the Economic Value Proposition Matrix. PennEnergy, Houston. (repeat of previous webinar).

\_\_\_\_\_ (2012, November 15). Overview of the Economic Value Proposition Matrix. PennEnergy, Houston.

\_\_\_\_\_ (2011, December 6). Asset and Equipment Integrity Governance: A New Approach Towards Mitigating Operations Risk. PennEnergy, Houston.

\_\_\_\_\_ (2011, November 29). Are You Ready for SEMS: Now Mandatory! PennEnergy, Houston.

\_\_\_\_\_ (2011, September 20). Compliance Management: Best Practices, Prevention and Solutions for the Upstream Market, PennEnergy, Houston.

## Commissioned Research, White Papers, Reports

(Confidential work is not reflected in this listing)

### **Research**

Shemwell, Scott M. (Forthcoming). Compliance Management: Issues & Trends Facing the 21st Century Energy Industry. A OGI Research Center Report.

\_\_\_\_\_ (Forthcoming). Industry Sector Economic Assessment Model and Methodology: Pipeline Economics. A OGI Research Center Report.

\_\_\_\_\_ (2015, April). Culture of Safety: Industry Self-Assessment. A PennEnergy Research Center Report.

\_\_\_\_\_ (2014, March). Total Produced Water Management. A PennEnergy Research Center Report.

\_\_\_\_\_ (2013, December). A Market Assessment of Global Upstream Oil & Gas Industry Communications Requirements. A PennEnergy Research Center Report.

\_\_\_\_\_ (2013, November). The State of SEMS: The Industry Transformation to a Culture of Safety--An Overview of Current Deepwater Safety and Environmental Management Systems Practices and Trends (2<sup>nd</sup> Ed.). A PennEnergy Research Center Report. <http://ogiresearch.stores.yahoo.net/the-state-of-sems.html>

\_\_\_\_\_ (2013, July). Marine Communications in the New Era of SEMS. A PennEnergy Research Center Report.

\_\_\_\_\_ (2013, June). Global Offshore Drilling Procurement Practices: An Overview of Procurement Practices and Trends. A PennEnergy Research Center Report.

\_\_\_\_\_ (2013, January). The State of SEMS: An Overview of Current Deepwater Safety and Environmental Management Systems Practices and Trends. A PennEnergy Research Center Report. <http://ogiresearch.stores.yahoo.net/the-state-of-sems.html>

\_\_\_\_\_ (2012, August). Integrated Operations: Preliminary Overview of Current Upstream Operations & Maintenance Practices and Trends. A PennEnergy Research Center Report.

\_\_\_\_\_ (2012, March). Support of Energy/Oil & Gas Social Media Driven Security Market Development. Knowledge Ops.

\_\_\_\_\_ (2012, March). Integrity Management: Issues & Trends Facing the 21st Century Energy Industry. A PennEnergy Research Center Report. <http://ogiresearch.stores.yahoo.net/integrity-management-issues-trends-report.html>

Shemwell, Scott M. et al (2011, March 16). Market Research Analysis of Global Oil and Gas Exploration and Drilling Processes, Stakeholders and Influencers—Phase II. A PennEnergy Research Center Report.

\_\_\_\_\_ (2011, February 1). Market Research Analysis of Global Oil and Gas Exploration and Drilling Processes, Stakeholders and Influencers—Phase I. A PennEnergy Research Center Report.

Shemwell, Scott M. (2009). IOC Focused Intelligence Gathering Project. Kirkpatrick & Associates. Volume 2.

\_\_\_\_\_ (2009). IOC Focused Intelligence Gathering Project. Kirkpatrick & Associates. Volume 1.

\_\_\_\_\_ (2006). Gulf of Mexico Oil & Gas Maintenance Optimization: A Research Study Assessing Operational Performance. Strategic Decision Sciences.

\_\_\_\_\_ (2006, April). Briefing Book: Fiber Optic Network—Gulf of Mexico. Strategic Decision Sciences.

Welling, Joe & Shemwell, Scott M. (2006). Software and Information Management in Upstream Oil & Gas: A comprehensive survey of the upstream oil & gas industry future data management, software and hardware requirements. Welling & Company. Authors.

Shemwell, Scott M. & Murphy, D. Paul. (2004, September). Roadmap to Enterprise Optimization: A Guide to the Impact of Information Driven Field Operations on the Petroleum Corporation. Strategic Decision Sciences. Authors.

Shemwell, Scott M. (2003, December). Shared Resources, Knowledge Management: Strategic Direction Assessment in the Petroleum Industry. Research. Author.

\_\_\_\_\_ (2003, December). Downstream Petroleum and Petrochemical Segment: Strategic Direction Assessment. Research. Author.

\_\_\_\_\_ (2003, November). Upstream Petroleum Segment: Strategic Direction Assessment. Research. Author.

\_\_\_\_\_ (2001). Analysis of the Rodeo Express 2001 Data. Research. Author.

\_\_\_\_\_ (1995, June 30). Results of the Survey on the Use of Data Management by Petroleum Exploration and Production Corporations. Unpublished manuscript.

## **White Papers**

### **Changing the Dialogue Series**

#### Latest Releases

Shemwell, Scott M. (2015). Structural Dynamics: Foundation of Next Generation Management Science. Houston: RRI Publications. <http://www.amazon.com/Structural-Dynamics-Foundation-Generation-Management-ebook/dp/B00U0JKMT0>

\_\_\_\_\_ (forthcoming) Rapid Response Management: Gaming Business Process—Decision Making on Steroids. Author.

\_\_\_\_\_ (forthcoming). Rapid Response Management: Digital Energy—An Implementation Framework. Author.

Brooks, Denise M. and Shemwell, Scott M. (forthcoming) Human Systems Integration: Sustaining High Reliability. Houston: RRI Publications.

#### Prior Versions

\_\_\_\_\_ (2012, June). Structural Dynamics: The Foundation of Next Generation Management Science—beta Version of the Construct. Version 1.0. Author.  
[http://www.therrinstitute.com/uploads/Structural\\_Dynamics\\_-\\_Version.pdf](http://www.therrinstitute.com/uploads/Structural_Dynamics_-_Version.pdf)

\_\_\_\_\_ (2011, October) Asset/Equipment Integrity Governance: Operations—Enterprise Alignment—A Case for Board Oversight. Author.  
[http://www.therrinstitute.com/uploads/Asset\\_Integrity\\_Governance\\_-\\_Ver\\_1.1.pdf](http://www.therrinstitute.com/uploads/Asset_Integrity_Governance_-_Ver_1.1.pdf)

\_\_\_\_\_ (2009, January). Rapid Response Management: Thriving in the New World Order. Author. <http://www.scribd.com/doc/11792098/Rapid-Response-Management-Thriving-in-the-New-World-Order>

#### **Other**

Shemwell, Scott M. (2017). Attaining & Sustaining Operational Excellence: A Best Practice Implementation Model. The Rapid Response Institute. Houston.

\_\_\_\_\_ (2016, June). Maximizing Operational Excellence: The Key Role of Information Management. PennEnergy. Tulsa.

\_\_\_\_\_ (2015, November 28). Comments and Thoughts Regarding the IAEA Technical Meeting on Developing Improvement Programmes for Safety Culture November 2-4, 2015. Vienna, Austria.

\_\_\_\_\_ (2013, February). Reflections on the TAB Meeting. TRIDEC. Graz.

\_\_\_\_\_ (2012, November 2). Concluding Comments: ECOPETROL Technological Forum on Asset Integrity Management. Bucaramanga

\_\_\_\_\_ (2012, November 1) Panel Member: ECOPETROL Technological Forum on Asset Integrity Management. Bucaramanga.

\_\_\_\_\_ (2012, October 31 & November 1) Workshop Advisor: ECOPETROL Technological Forum on Asset Integrity Management. Bucaramanga.

\_\_\_\_\_ (2011, August 17). Data Centers: Economic Development Discussion Points. Author.

\_\_\_\_\_ (2011, August 9). Closing Session: Summary Comments. The Northeast Asia Economic Forum 20th Annual Conference. Honolulu.

\_\_\_\_\_ (2011, August 8). Session Chairman—Energy Cooperation and Green Growth Partnership. The Northeast Asia Economic Forum 20th Annual Conference. Honolulu.

\_\_\_\_\_ (2010, August). An Executive Summary--The Emergence of National Oil Companies: An Industry Undergoing Structural Change. Author.

\_\_\_\_\_ (2010, August). The Emergence of National Oil Companies: An Industry Undergoing Structural Change. Author.

\_\_\_\_\_ (2010, January). Telecommunications Based Economic Development: An Economic Value Proposition. Author.

\_\_\_\_\_ (2009, December). Twenty first Century Infrastructure Development: Iceland 2010. Author.

\_\_\_\_\_ (2005, February). Fueling the Global Economy: Readyng the Petroleum Industry to Meet the Challenges of Today and Tomorrow. Author.

\_\_\_\_\_ (2005, January). High Impact Economics of Project Intelligence for Global Energy Infrastructure Development. Author.

\_\_\_\_\_ (2004, November). Hydrocarbon Security: Enterprise Tough Love. Author.

\_\_\_\_\_ (2004, April) Integrated Physical and Cyber Security: A High Value Proposition for the Power Industry. Author.

\_\_\_\_\_ (2004, March). Meeting the Texas NOx Emission Reduction Requirements: A Cost Effective Method. Author.

\_\_\_\_\_ (2004, February). Oilfield Connectivity – Capturing the Value of the Digital Era. White Paper. Author.

\_\_\_\_\_ (2004, January). Desperately Seeking Technology: 21st Century Needs of the Downstream, Petrochemicals, and Retail Petroleum Industry Segments. White Paper. Author.

\_\_\_\_\_ (2004, January). Project Intelligence for Oil and Gas Pipeline Large Capital Construction. White Paper. Author.

### **Miscellaneous**

Shemwell, Scott M. and Pétursson, Sighvatur. (2013, August 9). Concept Paper: Iceland Based Natural Gas Distribution Network. Authors.

Shemwell, Scott M. (2013, February). [Review of Exploiting The Digital Oilfield: 15 Requirements for Business Value]. Xlibris.

\_\_\_\_\_ (2011, January). [Review of Augmenting Initiative Game Worlds with Mobile Digital Devices, Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches]. Waterford Institute of Technology, Ireland.

\_\_\_\_\_ (2011, January). [Review of The GATE Model for Designing and Implementing Educational Video Games, Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches]. Waterford Institute of Technology, Ireland.

\_\_\_\_\_ (2011, January). [Review of Unifying Instructional and Game Design, Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches]. Waterford Institute of Technology, Ireland.

\_\_\_\_\_ (2011, January) [Review of Interactive Gestural Game Design and Evaluation using Theatrical Modelling, Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches]. Waterford Institute of Technology, Ireland.

\_\_\_\_\_ (2010, June). Point of View. License-to-Operate: Meeting Today's Challenges. Knowledge Ops, Inc.

\_\_\_\_\_ (2010, June). Point of View. Assuring your Blowout Preventer Meets License-to-Operate Criteria. Knowledge Ops, Inc.

\_\_\_\_\_ (2005, June 27). Discussion Leader; Outside the Industry—Thinking Outside the Barrel. Reservoir to Sales Meter—The Future of Measurement, Automation, and Remote Control – Forum. SPE.

\_\_\_\_\_ (2004, March 23). Thought Leadership Workshop Series: Lighting Up the Gulf of Mexico. Author.

\_\_\_\_\_ (2004, February). Oilfield Connectivity—Realizing the Dream! Point of View Summary. Author.

\_\_\_\_\_ (1980, November 22). Metropolitan Area Development: A Marketing Approach. Unpublished manuscript.

\_\_\_\_\_ (1980, March 8). Technology Within the Context of General Systems Theory. Unpublished manuscript.

\_\_\_\_\_ (1980, January 22). Effective Management by Objectives. Unpublished manuscript.

## Training/Workshops

Shemwell, Scott M. (forthcoming). Developing and Articulating Your Value Proposition: Believable, Demonstrable, & Defendable. Digital Chalk.

\_\_\_\_\_ (2020, March). Should Cross Cultural Serious Games Be Included in Your Diversity Program?—Best Practices and Lessons Learned. New Diversity Summit (online conference).

\_\_\_\_\_ (2018, March 28). Implementing Digitalization: A Game Changing Transformation of the E&P Sector. 2018 International Petroleum and Petrochemical Technology Conference. Beijing, China.

\_\_\_\_\_ (2017, June 29). Digitalization: Opportunities and Challenges. (online guest speaker). Master of Energy Business, The University of Tulsa, Collins College of Business. Tulsa, Oklahoma. Author.

\_\_\_\_\_ (2016, Summer). Critical Issues Facing the Energy Industry MEB 7093 (online course). Master of Energy Business, The University of Tulsa, Collins College of Business. Tulsa, Oklahoma. Author.

\_\_\_\_\_ (2015, November 4). Improvement Tools, Methods Approaches. International Atomic Energy Agency Technical Meeting on Developing Improvement Programmes for Safety Culture. Vienna.

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\_\_\_\_\_ (2009, January 19-21) Intelligent Field Optimisation: Develop and Deploy an Intelligent Strategy to Maximise Oil Field Production. K2B International. Kuala Lumpur, Malaysia. Author.

\_\_\_\_\_ (2006, September) Digital Oilfield Overview with Case Studies. Presented to the SINOPEC Delegation. University of Houston Seminar. Houston, Texas. Author.

\_\_\_\_\_ (2005, March) Capital Asset Pricing Model and its use in Energy Projects. University of Houston Seminar. Houston, Texas. Author.

\_\_\_\_\_ (2005, March). Performance Analysis. University of Houston Seminar. Houston, Texas. Author.

\_\_\_\_\_ (2000, Winter). Financial Management (FINA 6330). Houston Baptist University; Executive MBA Program. Houston, Texas. Author.

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\_\_\_\_\_ (1998, Summer). International Financial Transactions (FINA 6305). Houston Baptist University; Executive MBA Program.

### ***Petrolessons***

Online Petroleum Training Company

Shemwell, Scott M. et al. (Post Production). Implementing a Culture of Safety. Two Part Series.

### **Oracle White Papers**

Shemwell, Scott M. et al. (2011, April). ORACLE POLICY AUTOMATION—The integrated solution for Oil & Gas Deep Water Drilling Regulations Compliance.

\_\_\_\_\_ (2003, March) Collaborative Project Engineering.

Shemwell, Scott M. (2003, March) Enterprise Collaborative Supply Chain Management: Enhancing the Value Chain.

Shemwell, Scott M. and Willis, Matthew G. (2003, March). Oracle Celebrates 25 Years in Energy!

### **Letters to the Editor**

(Comments forwarded to editors – published by the periodical unless so noted)

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\_\_\_\_\_ (2004, March 10). Opinion piece—Are We All Still American? Wall Street Journal - March 9, 2004. (not published).

\_\_\_\_\_ (2003, October 19). Opinion Piece—Halliburton's Mission. Wall Street Journal. Oct 17, 2003. (not published).

\_\_\_\_\_ (2003, August 30). Comments on the Thomas Hoffman Computerworld Article—Emerging Tools Target Blackout Prevention. August 25, 2003 (not published).

## Book Drafts

(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 [www.RRI-CCgame.com](http://www.RRI-CCgame.com)
- ❑ 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

### Blogs

#### Critical Mass: Value from the RBC Framework

*This blog commenced on November 2017 and is expected to be published as relevant events emerge.*

<https://therrinstitute.com/blog/>

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, Behaviors 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.

The full list is available <https://therrinstitute.com/cmb-thecompletlist/>

2024

- ❖ June 13 Cultural Cognitive Dissonance
- ❖ June 5 Fake Science
- ❖ May 28 Business Snake Detector
- ❖ May 7 THE Enforceable Contract
- ❖ April 19 What Does ‘Systemic’ Actually Mean?
- ❖ April 10 The Art of Leadership
- ❖ March 29 And the Question IS?
- ❖ March 11 Artificial Stupidity
- ❖ February 27 How Effective at Multitasking are We?
- ❖ February 20 AI or AU?
- ❖ January 29 Burrattery
- ❖ January 19 When Does It End?

2023

- ❖ November 29 All Is Not Quiet
- ❖ December 15 Living on the Edge
- ❖ November 23 What a Turkey
- ❖ November 20 An Era of Hate
- ❖ October 31 Boo
- ❖ October 22 V R T
- ❖ September 21 No Free Lunch
- ❖ September 8 Remotely Gone
- ❖ August 28 Data Management for the Non-Technical Executive
- ❖ August 17 Tomorrow’s Culture—Today!
- ❖ July 22 Communication, Communication, Communication
- ❖ July 4 Freedom ... to Fail
- ❖ June 23 Technology Betrayal
- ❖ June 6 Leaving the Military?
- ❖ May 18 Valid and Reliable?
- ❖ May 2 Fake or Not Fake?



- ❖ April 20 Seems Like Yesterday
- ❖ April 18 Getting to Smart
- ❖ March 23 How Stupid is AI?
- ❖ March 17 CRM Suks
- ❖ February 26 Teaming Realities
- ❖ February 22 What About Today?
- ❖ January 30 Bogus
- ❖ January 24 And Just Like That!

2022

- ❖ December 29 Age Discrimination: Mandated by the Fed
- ❖ December 28 Delusional: The Martha Mitchell Effect 2.0
- ❖ November 20 Whoa Nellie—Delays in the Smart Horseless Carriage
- ❖ November 4 It's The Holiday Season—Maybe?
- ❖ October 21 Hierarchy of Team Needs in Challenging Times
- ❖ October 17 Agility, Resiliency and Sustainability: Needed Now More than Ever
- ❖ September 26 At the Precipice?
- ❖ September 26 Crippling Green
- ❖ August 15 What We've Got Here is Failure to Communicate!!
- ❖ August 1 Sun Sets in the West: Science or Commentary?
- ❖ July 15 Reports of Fossil Fuels Demise Premature? – Renewables Remain Marginalized?
- ❖ July 6 The Power of Synergies
- ❖ June 21 Why Corporate Initiatives Fail
- ❖ June 13 Innovation: The Key to the Global Future
- ❖ May 24 Who Let the Dogs Out?
- ❖ May 2 A Windy Position
- ❖ April 25 ESG Explained
- ❖ April 18 Clickbait Redux
- ❖ March 23 Will Price Controls Work This Time?
- ❖ March 13 So Here We Go Again?
- ❖ February 28 The Thirteen and The One
- ❖ February 13 Beware The Guns of March?
- ❖ February 7 Going Green? Or NOT!
- ❖ January 29 The 1950s Were So Good Because the 1930s & 40s Were So Very Bad

- ❖ January 10 100
- ❖ January 5 Resolve 2022: Close More Deals!

2021

- ❖ December 28 Getting to Diverse and Inclusive Teams
- ❖ December 15 Learn from the Big Guy
- ❖ December 2 THE SCIENCE: The Reason We Need STEM
- ❖ November 18 Heavy Metal Rocks
- ❖ November 2 The Secret of the Pencil
- ❖ October 11 Are We There Yet?
- ❖ October 8 Welcome to the 70s—Again
- ❖ September 29 Data, Data Everywhere but Not an Answer in Sight
- ❖ September 26 It's Not THE Science, It's THE Data
- ❖ August 24 Questions, Questions, Questions
- ❖ August 13 Crisis Management: The Need for Internal Consistency
- ❖ July 20 Are Your DEI Wheels Spinning?
- ❖ June 27 Roadmap to Decision Making In the 'Smart' Era
- ❖ June 4 ESG Implementation—Strong v Weak Revisited
- ❖ May 18 It's the Heart
- ❖ May 11 Point of View
- ❖ April 12 You're Kidding, Right?
- ❖ April 1 Complicity or Write a Book?
- ❖ March 28 Post Covid-19 Operational Performance
- ❖ March 6 Open Sesame
- ❖ February 27 Teaming Safety
- ❖ February 24 I Didn't Do It, He Did—I Didn't Do It Either, Someone Else Did
- ❖ January 28 Is Your Remote Team Aligned?
- ❖ January 26 What Is Your Opinion Based On?

2020

- ❖ December 8 Passing of the Greatest Generation
- ❖ December 6 Covid-19 Positive: Telemedicine Kicked into High Gear
- ❖ November 14 How Dare You!!
- ❖ October 24 Linear Metric in Non-Linear Times?

- ❖ October 6 Can Never Be Proved Right!
- ❖ October 2 They Blinded Me with Science
- ❖ September 27 Pressure Differential
- ❖ September 23 MVP: A Case of Failure
- ❖ August 30 Radar: Technology Game Changer!
- ❖ August 28 Data Bias: The Latent or Unobserved
- ❖ July 28 The Tyranny of the Blank Sheet of Paper
- ❖ July 24 Home for a While?
- ❖ June 30 Technology Assessment in the Era of Minimum Viable Product (MVP)
- ❖ June 16 Next or Back to the Future?
- ❖ May 14 Agility, Resiliency, Sustainability
- ❖ May 11 Disrupting Disruption!
- ❖ April 20 Tumultuous Decade: What's Next for Oil & Gas?
- ❖ April 4 A Funny Thing Happened on the Way to . . . Innovation!
- ❖ March 24 Is Big Data Analysis Being Applied?
- ❖ March 23 Restoring the Global Economy: Starting Today!
- ❖ March 16 Home Base During a Crisis: 'get up, clean up, and dress up'
- ❖ March 9 To KISS or Not?
- ❖ February 19 Freidman v Keynes
- ❖ February 6 Hanging App?
- ❖ January 28 10, 20, 30, 40, 50 or More!
- ❖ January 7 2020 Vision: Are Your Stars Aligned This Year?

2019

- ❖ December 31 Reflection: Are We Near a Digital Tipping Point?
- ❖ December 27 Safety Santa: Another Case of Operational Excellence Success
- ❖ December 8 Lessons in Servant Leadership: What Did You Say?
- ❖ November 19 Running Across an Open Field: Strategy for Disruptive Technology?
- ❖ November 12 Lessons from the Seventies
- ❖ October 24 Want—Like—Need
- ❖ October 18 It's the Economics Stupid!
- ❖ October 1 In Defense of Humans—Machines Are Not Ready Yet
- ❖ September 22 Culture Matters A Lot! Cultural Interactions Matter More
- ❖ September 15 Chain of Custody: Is Your Management System Ready?
- ❖ August 26 Man—Machine: Extension or Versus?

- ❖ August 25 Zero: What If Switching Costs are Near?
- ❖ July 28 Aging Success: Never Give Up!
- ❖ July 25 Your Career at the Speed of Light: Or Faster?
- ❖ July 20 Houston . . .
- ❖ July 11 Oil: In the DNA of the Silicon Valley
- ❖ July 4 Celebrate Your Independence: Taking Charge of Your Career
- ❖ June 27 Brand Your Digital Oilfield Culture: Internalize Its Transformation
- ❖ June 15 What Lies Beneath the Surface of Your Organization: Structural Dynamics?
- ❖ May 14 Home Improvement Case Study: What's the Value Proposition of Service Providers and Why Does It Matter to My Business?
- ❖ April 28 Systemic Reasoning Errors: Stink'en Think'en
- ❖ April 28 Elevator: Going Up or Going Down?
- ❖ April 25 Event Horizon: Towards Singularity
- ❖ April 7 I Hate These Things: Why Does This Always Happen to Me?
- ❖ April 1 You Have 10 Minutes: Maybe
- ❖ March 29 The Old Order Changeth . . . Knowledge Delivery 21<sup>st</sup> Century Style
- ❖ March 24 Human—Machine Interface in the Age of Digitalization: Can the Machine be Trusted and When Should the Human Intervene?
- ❖ March 8 Operational Complexity: Risk Model Insufficiency
- ❖ March 5 Decision Making in the Digitalization Age: Who Decides?
- ❖ February 15 Fleeting Success: In Pursuit of Sustainability
- ❖ February 4 Three Years—Ten Months: How did they do it?
- ❖ January 30 Beat the Market: Can Operational Excellence Increase EPS?
- ❖ January 11 Bull or Bear: Is there gold in them there markets?
- ❖ January 7 Resolution: Celebrating a New Operational start one more time

2018

- ❖ December 26 Mission Accomplished: Santa Completes Another Worldwide Transit—Incident Free!
- ❖ October 31 Millennials Take On Our Increasingly Complex World
- ❖ October 29 Command and Control: Is this the Way to Run the modern Railroad?
- ❖ October 18 Selling Your Economic Value Proposition to the C Suite: Translating Technology to the Language of Business
- ❖ July 13 Are You In Distress?

- ❖ June 22 Love to Have the Opportunity to Learn About Your Company: I Know I Can Help
- ❖ 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

**So, You Want to be an Entrepreneur**

*This blog commenced on December 2019 by the author as a member of the Global Energy Mentor Leadership Team and is expected to be published as relevant events emerge.*

<https://therrinstitute.com/blog/so-you-want-to-be-an-entrepreneur/>

Global Energy Mentors (GEM) is a volunteer organization composed of individuals with extensive understanding and experience in all links of the global Energy Value Chain. Our goal is to help energy startups become successful. Each month more or more of our experienced experts will offer insight, challenges and thoughts designed to stimulate the thinking of new energy sector entrepreneurs and those whose are considering entering the fray.

2021

- ❖ In press (2024) How is Your Cost Structured?
- ❖ November How Knowledgeable is Your Customer?

2020

- ❖ February Articulating Your Value—Geez: Why Don't They Understand?

2019

- ❖ December The Lightbulb Goes On—We Can Change the World

## 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 entire series is available at <https://therrinstitute.com/governing-energy/>. It was published from February 2012 until June 2018.

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 21<sup>st</sup> Century 2016-2018 Edition. Houston: RRI Publications.

\_\_\_\_\_ (2016). Governing Energy: Organizational Governance—Issues of the 21<sup>st</sup> Century 2014-2015 Edition. Houston: RRI Publications.

\_\_\_\_\_ (2014). Governing Energy: Organizational Governance—Issues of the 21<sup>st</sup> Century 2012-2013 Edition. Houston: RRI Publications.

2018

- | <b>Blog Ended June 2018</b> | <b>(Change in PennEnergy mission)</b>    |
|-----------------------------|--|
| ❖ June 7                    | Informed                                 |
| ❖ May 29                    | Execute                                  |
| ❖ 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
- ❖ 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!

### Energy Central

Ten Blog Posts were written circa 2004-05 regarding the power sector. The entire series is available at <https://therrinstitute.com/energy-central/>

- ❖ [Power Grid Independent IT Verification & Validation: One Approach to Grid Health](#); September 28, 2005
- ❖ [Operations, Operations, Operations](#); September 13, 2005
- ❖ [Security Integration](#); March 18, 2005
- ❖ [Capitalizing on SARBOX to Add Shareholder Value](#); March 9, 2005
- ❖ [On Leadership: A 21st Century Approach for Driving 'Dog Year' Firms into the New Millennium](#); July 14, 2004
- ❖ [The Emergence of Knowledge as an Ecology](#); June 28, 2004
- ❖ [An Essay on Thought Leadership](#); June 4, 2004
- ❖ [The Asset Maturity Model: A New Method of Managing Information Technology Investments](#); April 9, 2004
- ❖ [Organizational Parkinson's?](#); February 2, 2004
- ❖ [2004 – Capital Markets Challenge the Power Industry](#); January 21, 2004

### Other

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

- ❖ June 4, 2019. Job Disruption Due To Digitalization: Myths And Legends. <https://consult2050.com/job-disruption-due-to-digitalization/>
- ❖ December 17, 2018. A Business Case for the Transformation to Operational Excellence. <https://consult2050.com/a-business-case-for-the-transformation-to-operational-excellence/>
- ❖ April 2, 2018. How Human Factors Limit Achieving Operational Excellence. <https://consult2050.com/how-human-factors-limit-achieving-operational-excellence/>

## **You Tube**

Subscribe to The Rapid Response Institute Channel.

[https://www.youtube.com/channel/UCdzXiDX44Hn-Ue\\_n9d9WTFQ](https://www.youtube.com/channel/UCdzXiDX44Hn-Ue_n9d9WTFQ)

- ❖ February 20, 2017      Implementing a Systemic Culture of Safety: Risk Mitigation in Field Operations
- ❖ January 19, 2017      Make Oil & Gas Great Again: Does Your Company Return Its Cost of Capital?
- ❖ December 29, 2016      Drilling Risk Assessment Simulation
- ❖ December 21, 2016      Making the Complex Sale: Selling to Industrial/Enterprise Customers

## **Lunch & Learn Webinar Forum**

This is a suite of webinars to be launched in fall of 2021. The goal is to discuss with attendees' various contemporary subject matters. They are recorded and available on You Tube.

## **Podcasts**

Beginning in late 2021 we will launch a Podcast Series about topical business issues of the day. This is an extension of our Blog Series.

### 2019

- ❖ March 25                      Lessons from Dr. Scott Shemwell—[Interviewing Inspiration](#)

## **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 21<sup>st</sup> 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
- ❖ October 1            Year 2000 Risk Mitigation for the Petroleum Industry

## **Bug Lore—Lessons for the Online Economy!**

This work is based on a series of twenty-one newsletters (1998 – 99) whose gestation began as an attempt to communicate and put in perspective some of the issues revolving around Information Technology (IT) and the forthcoming Y2K “Bug.” Their purpose was to inform the audience in a proactive fashion so that a more knowledgeable executive would be better prepared to address emerging 21<sup>st</sup> century IT issues.

We believe that many of this real-time issues are still relevant in today’s Cloud.

1. Genesis
2. Concluding Thoughts
3. Y2K Risk: Mitigating the Millennium
4. Wall Street Provides a Precursor to the Year 2000 Problem
5. Process Simulation: Additional Insight for Risk Mitigation
6. The Day the Supply Chain Stood Still
7. Software Will Never Be Millennium Bug Free!
8. Testing, Testing, and More Testing
9. The Rubber Meets the Road
10. The Death of the Forest in the Paperless Society?
11. Does Y2K Really Matter?
12. An Old Approach to Today’s Problem
13. Pavlov’s Dogs: Be Careful What You Prepare For
14. Configuration Management: The Key to Reducing Risks
15. It’s Tricky Catching All Those Bugs!
16. The First IT Project That Won’t Be Late!
17. Continuing Vigilance
18. Managing in an Uncertain World
19. How the Knowledge Age Actually Works
20. What is Knowledge?
21. The Dynamics of Business Processes

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## **Contact**

Dr. Scott M. Shemwell

[Contact](#)

[www.theRRinstitute.com](http://www.theRRinstitute.com)

[Scott M. Shemwell, D.B.A. - Rapid Response Institute | LinkedIn](#)