



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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SELECTED ARTICLES ARE AVAILABLE AT WWW.SCRIBD.COM – KEY WORD SEARCH “SHEM WELL” AND AT [ENERGY PULSE](#). ALSO, SEE THE GOVERNING ENERGY [BLOG](#).

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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 H₂O. 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.

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- Able Toastmaster (1996)—15 speeches
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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.

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Online Petroleum Training Company

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Book Drafts

(Tentative Title / Work in Progress)

- ❑ 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
- ❑ Supply & Demand [Model](#)
- ❑ Operations Agility & Resiliency System (Smart OpEX)
- ❑ Economic Value Proposition Matrix®
 - EVPN—[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

- ❖ December 9 Birds of a Feather . . .
- ❖ December 7 Never Ask a Tire Salesperson if You Need New Tires
- ❖ November 15 The Transformation of Our Spreadsheet Society
- ❖ November 9 Operational Excellence Enabled by Leadership in Technology
- ❖ October 31 Let’s Test Artificial Intelligence+
- ❖ October 9 What Do You Think About Artificial Intelligence?
- ❖ September 26 Why Me and Why Now?
- ❖ September 10 The Times They Are a Changin!
- ❖ August 20 How Do You Know the App is Giving You the Right Answer?
- ❖ August 6 Is Chivalry Dead?
- ❖ July 18 A Model for Technology Adoption
- ❖ July 8 Massive Waste of Time
- ❖ 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?

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- ❖ 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 21st 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 21st Century 2016-2018 Edition. Houston: RRI Publications.

_____ (2016). Governing Energy: Organizational Governance—Issues of the 21st Century 2014-2015 Edition. Houston: RRI Publications.

_____ (2014). Governing Energy: Organizational Governance—Issues of the 21st Century 2012-2013 Edition. Houston: RRI Publications.

2018

Blog Ended June 2018 (Change in PennEnergy mission)

- ❖ 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

- ❖ 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 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
- ❖ 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 21st century IT issues.

We believe that many of these 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

Contributions

- ❑ Mentor—U.S. China Policy Hackathon: Regional-Level Policies to Promote Business Innovation Collaboration. George H.W. Bush Conference on U.S.-China Relations. (2019, October 29). Houston.
- ❑ Judge—InnoSTARS. (2019, May 17). Houston. <https://innostars.uschinainnovation.org/judges/#Current-Judge>
- ❑ Editor-in-Chief—Proceedings of The International Petroleum and Petrochemical Technology Conference (IPPTC). (2019). Beijing, China. Singapore: Springer.
- ❑ Reviewer—Shemwell, David and Saylor, Michael. (2018, March). Oil and Gas Networks: Target Rich Environment for Cyber Criminals. Part 1, Part 2, Part 3. PennEnergy.
- ❑ Reviewer—Niven, Chris and Prouty, Kevin. (2017, July). IDC TechBrief: Operations Management Systems. IDC #US42811717.
- ❑ Contributor—Solnes, Edvard Julius. (2017). The Greenhouse Effect and Global Warming: Cause and Effect. Kindle Edition. <https://www.amazon.com/dp/B0723HGGPD>
- ❑ Track Chair (Operations)—(2016, May10). The Pipeline Energy Expo: Construction-Operations_Integrity.
- ❑ Contributor—(2011, August 9). Honolulu Declaration. The Northeast Asia Economic Forum 20th Annual Conference. Honolulu.
- ❑ Contributor—(2010, June). Energy Dynamic Monitoring Report: Cycle 2. Decision Strategies International, Inc. Conshohocken.

- ❑ Contributor—(2009, November). Energy Dynamic Monitoring Report: Cycle 1. Decision Strategies International, Inc. Conshohocken.
- ❑ Contributor—(2009, September 22). Navy Task Force Energy—Tabletop Discussion. Decision Strategies International, Inc. Arlington.
- ❑ Contributor—Gell, Steve, Cowan, Randy and Tessi, Henri. (2007). Maximizing Coal Bed Methane Production Performance. Flowstar Technologies, Inc. Edmonton.
- ❑ Team Leader—Oracle Corporation sponsorship and intellectual capital contribution to **The Digital Oil Field of the Future: Enabling Next Generation Reservoir Performance**. Cambridge Energy Research Associates (CERA). May 2003.
- ❑ *Press Release*. EDS Audit to Assure Houston Citizens of City's Y2K Compliance. June 14, 1999.
- ❑ Upselling Strategy—Executive Ready Recruits. Targeting the Executive Suite: Strategies for Selling to Senior-Level Contacts. Sales Executive Council: Executive Inquiry • April 1999, pp. 22-23.
- ❑ *New Products*: Computer Simulation Tool. Pipeline & Gas Journal. March 1999.
- ❑ Gonzalez, Rene (1999, Jan/Feb.). 20 Minutes with MCI Systemhouse's Scott M. Shemwell: Y2K: Not Just An IT Problem. World Refinery, p. 112.
- ❑ **Y2K Impact on Shareholder Value**, Senior Executive Breakfast Briefing, January 1999.
- ❑ **New Approaches to Knowledge Management for the Public Sector**—Material provided to Congressional Quarterly for an article. 1999.
- ❑ *Media Advisory*: Computer Simulation Reduces Year 2000 Risks in Petroleum Processes, November 1998.
- ❑ **Year 2000—On-line, Real-time Systems**—Houston, May 1998.
- ❑ Ghost Writer—Competing on knowledge—Integration from oilfield to office. Knowledge Management in the Oil & Gas Industry • London, February 1997.
- ❑ Contributor—**Integrated Solutions Handbook** Halliburton Energy Services. Houston. 1996.
- ❑ Team Leader—Halliburton Energy Services sponsorship and intellectual capital contribution to the **Quiet Revolution: Information Technology and the Reshaping of the Oil and Gas Business**. Cambridge Energy Research Associates (CERA). 1996.
- ❑ Hewlett Packard Internet Discussion Group—Denver, November 12, 1996.
- ❑ Panel Member representing Halliburton—Awareness, Integration, Momentum & Standards (AIMS) Petroleum Data Management Conference—Dallas, March 1996.
- ❑ Executive Breakfast: The Value of Information to the Petroleum Industry—Houston, October 6, 1994. [HyperMedia](#).
- ❑ Contributor—**Alliances & Partnering Handbook: Solutions for the 90s and beyond**. Halliburton Energy Services. Houston. 1994.
- ❑ Head of Line of Business featured in Halliburton 1993 Annual Report.

Interviewed / Quoted by Various Media

(* material used but not quoted directly):

- Oilfield Technology. Cope, Gordon. (2017, February). Safety Pays. pp. 57-63.
<https://www.oilfieldtechnology.com/magazine/oilfield-technology/february-2017/>

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Contact

Dr. Scott M. Shemwell

[Contact](#)

www.theRRinstitute.com

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