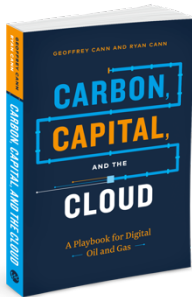




# Carbon, Capital, and the Cloud

Title: Carbon, Capital, and the Cloud: A Playbook for Digital Oil and Gas

## Abstract:



The debate about whether digital innovations are material to the energy industry is now well and truly over. Capital markets increasingly demand meaningful action on energy transition, and the pandemic has forced the oil and gas industry to invent new ways of working with lightening speed. A small set of key technologies, such as the internet of things, machine learning, and cloud computing, are finding critical favor, and as they evolve, old ideas about the industry and habitual ways to carry out business are falling away. New business models are emerging with unanticipated consequences.

But the biggest change of all is actually about people, and how best to help the workforce embrace transformed work practices at speed. Leaders in the industry are accelerating their ability to implement new digital capabilities and fully capture their impacts.

This engaging presentation summarizes the key messages from the new book of the same title, 'Carbon, Capital, and the Cloud: A Playbook for Digital Oil and Gas'. It is based on the experiences of nine case study companies drawn from all dimensions of the industry and from across the globe.

Key take aways for those attending this important and groundbreaking discussion:

- The capital challenge – money and talent – that energy must confront to succeed
- The one solution that unlocks cost, productivity, emissions, and capital, and where to find it
- The new business models, from carbon to capital, that show the way forward
- The seven stages of digital adoption, and actions to help people through the stages
- The playbook for change agents
- The playbook for and business leaders

## The Presenter:

Geoffrey Cann is the author of **Carbon, Capital, and the Cloud: A Playbook for Digital Oil and Gas**, released in March of 2022, and **Bits, Bytes, and Barrels: The Digital Transformation of Oil and Gas** (January 2019). He is a professional speaker, and a highly regarded teacher and

instructor on digital innovations in energy. He is powered by a 35 year career as a consultant and advisor to some of the biggest names in oil and gas, and has carried out hundreds of business change projects across the commodity lifecycle. He publishes a weekly article on digital innovation, hosts a leading podcast called **Digital Innovations Oil and Gas**, and instructs a popular course in oil and gas on Udemy, the world's largest training platform.

## Timing:

30 – 45 minutes

## Audience:

oil and gas professionals, services companies, industrial suppliers, operators

## Accompaniment:





Supported with visuals

## Promotional Copy:

The oil and gas industry has learned two powerful lessons from the pandemic—that it can change very quickly when it needs to, and that its digital investments proved key to surviving the pandemic. Climate pressures are now pushing fossil fuel consuming nations and companies to decarbonize faster than ever, and capital markets no longer place any value in traditional energy companies. If there ever was a time for industry incumbents to accelerate their ability to embrace change, to improve their environmental performance, and win back capital markets' attention, it is now.

But how? How to move quickly? What parts of the industry can change? Who does this well? What does good even look like?

This engaging talk presents the most important findings from the new book, '**Carbon, Capital, and the Cloud**'. Explore the digital sweet spot, where investments offer extraordinary value. Learn the seven stages of digital adoption that the best in the industry accelerate their people through. And above all, discover the playbook for digital adoption as a change agent and as a company.

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