

Talent & Technology

Vol. 2 » Number 2 » 2008

THE EMERGING TALENT POOL IN **RUSSIA**

Executive Perspective

*Ben Verwaayen, Chief
Executive of British
Telecommunications*

Features

*Solutions to the Recruitment
and Retention Challenges in
the Oil and Gas Industry*

*The Emerging Talent Pool
in Russia*

*Retaining Women in the Oil and
Gas Industry*

Interview

*Lane Sloan, Director of the
University of Houston Strategic
Energy Alliance*

HR Perspective

*The Need for New Recruitment
Strategies*



No Limits



Invent, Lead, Explore, Achieve



Baker Hughes is seeking exceptional individuals, willing to contribute to our high performance organization, and dedicated to the success of their career.

Our more than 30,000 employees have created a High Performance Culture based on our Core Values – Integrity, Teamwork, Performance, and Learning. These values set us apart as an employer of choice in our industry. These are the values that serve our customers and shareholders as we strive to deliver Best-in-Class products in more than 90 countries around the globe every day.

Baker Hughes is actively recruiting recent engineering and geosciences graduates, as well as experienced industry professionals. As a leader in the oilfield service industry, Baker Hughes offers you the opportunity for a rewarding and challenging career.

Submit your resumes at www.bakerhughes.com/careers

At Baker Hughes, there are no limits to what you can achieve.



Baker Atlas INTEQ Baker Hughes Drilling Fluids Hughes Christensen Baker Oil Tools Centrilift Baker Petrolite ProductionQuest

Editorial Advisory Board

Abdul-Jaleel Al-Khalifa
2007 SPE President

Chief Executive Officer
Dragon Oil

Atul Arya
Vice President, Corporate Strategy
BP

Stephen Cassiani
President
ExxonMobil Upstream Research Company

Helge Haldorsen
President
Hydro Gulf of Mexico

Adam Lomas
Vice President, Learning & Development
Shell E&P

Jeff Spath
President
Schlumberger Reservoir Management Group

Staff

Publisher: Georgeann Bilich

Editor: John Donnelly

Production/Circulation Manager: Alex Asfar

Graphic Designer: Rebecca Kanagaki

Advertising Sales Manager: Jim Klingele

Advertising Manager: Mary Jane Touchstone

2 — EXECUTIVE PERSPECTIVE

Drawing Some Conclusions From the Work of the World's First Business Task Force on Climate Change

Climate change presents a significant and immediate risk, writes **Ben Verwaayen**, Chief Executive of British Telecommunications, not just to business but to the way we conduct our lives.

4 — Solutions to the Recruitment and Retention Challenges in the Oil and Gas Industry

The oil and gas industry is seeing dynamic changes in its workforce and in Ernst & Young's Strategic Business Risks for Oil and Gas survey, workforce issues were identified as the number one risk. How can oil and gas firms overcome the challenges posed by the workforce shortage? Here are six organizational and strategic steps companies can take to become employers of choice, thereby attracting and retaining the talent they need.

7 — The Emerging Talent Pool in Russia

Russia has a long, proud tradition as an oil and gas producing country, with production being won from some of the most inhospitable and remote places on Earth, write **Simon Bennett** and **Paul McMorran**, both of TNK-BP. Oil and gas developments of the past, present, and future in Russia often have and will be achieved against overwhelming odds by a Russian industry rich in resilience, talent, innovation, and capability.

12 — Retaining Women in the Oil and Gas Industry

Why do women leave, or stay, in the oil and gas industry? Flexibility may be the key to creating a win-win situation for both worker and employer.

17 — THE TALENT & TECHNOLOGY INTERVIEW

Lane Sloan, Director of the University of Houston Strategic Energy Alliance and a longtime executive of Shell Oil and Shell Chemical, discusses his new book, *Terra Incognita: A Navigation Aid for Energy Leaders*.

21 — HR PERSPECTIVE

The Need for New Recruitment Strategies

Recruitment has become the most challenging human resources function across all industries today, says **Manoj Parmesh**, Country HR Manager for Weatherford India Business Unit. And that calls for a completely new recruiting strategy to ensure that the oil and gas industry's aggressive growth targets are not derailed by a lack of talent.



AMERICAS

phone: +1.972.952.9393 » fax: +1.972.952.9435 » email: spedal@spe.org

ASIA PACIFIC

phone: +60.3.2288.1233 » fax: +60.3.2282.1220 » email: spekl@spe.org

EUROPE, RUSSIA, AND WEST AFRICA

phone: +44.20.7299.3300 » fax: +44.20.7299.3309 » email: spelon@spe.org

HOUSTON

phone: +1.713.779.9595 » fax: +1.713.779.4216 » email: spehou@spe.org

MIDDLE EAST, NORTH AFRICA, AND INDIA

phone: +971.4.390.3540 » fax: +971.4.366.4648 » email: spedub@spe.org

ADVERTISING SALES

phone: 1.800.456.6863 » fax: +1.713.779.4216 » email: jklingele@spe.org