

Technological Advancements and our Energy Future

By: Mark A. Stansberry, Award-winning author Energy Advocate and Chairman of The GTD Group www.nationalenergytalk.com FACEBOOK: National Energy Talk

There are several presentations on energy that I will be making in the upcoming weeks including PennWell's Pipeline and Energy Expo in Tulsa, the Pre-Conference on National Council of Undergraduate Research, the Digital Transformation in the oil and gas markets conference in Houston and the Oklahoma Chapter of the National Association of Royalty Owners Convention in Oklahoma City.

Here is an excerpt from my March 8, 2018, speech at the 25th anniversary annual meeting of the Louisiana Oil and Gas Association in Lake Charles, La.:

"I recently became advisory board chairman of a company named IngenuitE based in Oklahoma City. IngenuitE is a leading provider, an Oracle Gold Partner, of end-to-end e-business application solutions, offering complete application implementation services, outsourcing, support and

training for enterprise systems. I was excited about the opportunity to learn more and to see that it is applied to the oil and gas industry.

The iCloud and Technology --

I suggest for your reading that you add to your collection a New York Times bestselling book entitled: "the Inevitable" written by Kevin Kelly. The book describes understanding the 12 technological forces that will shape our future.

In regard to storage of your information and documents, make sure you have the proper security and backups in place. This applies not only to the large companies but also for the "mom and pop", small companies.

If you think we aren't changing at a fast pace, note the following, for example, we are all routinely being tracked. Pages 252 to 254 of "The Inevitable" book goes on into more detail. I will highlight a few:

Ride share taxis- Uber, Lyft, and other decentralized rides record your trips.

Utilities- As you know, your power and water us-

age patterns are kept by utilities.

Smart home- Smart thermostats detect your presence and behavior patterns and transmit these to the cloud, and the list goes on.

Robotics, Drones and the World of Artificial Intelligence --

We are already seeing robotics being used and introduced into our industry along with drones.

As Daniel Burns in this book "The Anticipatory Organization" states, "technology driven change is accelerating at an exponential rate but moving fast in the wrong direction will only get you into trouble faster! Reacting to problems and digital disruptions no matter how agile you and your organization are is no longer good enough."

According to HBR Onpoint, "Constant change in markets, strategy, best practices, technology and more... Means your skills can become outdated quickly. You can't afford to coast on previous accomplishments and established competencies alone. To stay competitive, you need to pay attention to



trends and actively plan where you want to go." And I add with your career, with your company, with your board.

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