

HR Perspective on the North Sea Petroleum Industry

Heidi Drilen (StatoilHydro)

Amongst the long-term strategic goals for StatoilHydro, the continued effort to maximise value creation on the Norwegian Continental Shelf (NCS) is a key issue. A major part of this will be associated with a substantial increase in output from NCS, balancing production growth internationally.

The growth potential in the North Sea, being a mature region, is based on increased recovery from existing fields, development of recent discoveries, and last but not least exploring for new resources near existing infrastructure. These activities are demanding when it comes to competence and technology, and a lot of effort has to be put into these to make them succeed.

Both Statoil and Hydro have developed a strong employer brand in Norway. Our ambition is to sustain this position and strengthen the employer brand in international growth areas and in Norway to ensure short and long term access to talents in accordance with our business needs.

Considerable growth in the oil and gas industry combined with a fast decline in supply of graduates within the required technical disciplines has placed constraints on the availability of talents.

In order to meet the strategic goals we have to capitalize on the unique skills in the organisation and there is also a need to accelerate the development of our performance- and value-driven organisation globally.