

Unconventional Thinking

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Abstract

The unconventional revolution in exploration and production has changed more than just our drilling density and completion procedures. As upstream professionals, we have the opportunity to aid the success of our projects by including business principles within our interpretation and recommendations. Failure to do so erodes value and threatens competitive advantage. Companies are typically successful when they take material interests in material plays and implement prioritized learning plans. Pilot configuration with respect to decision thresholds is critical. Ultimately, it becomes more important to achieve confidence that the prospect held by a company is greater than what is needed to proceed, rather than strive for precision on what is present. Earth Scientists have the ability to create and maintain competitive advantage.