

## **Being Your Own Technology Scout**

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The ability to profitably apply technology to real world problems is one of the discriminators for success or failure in the oil and gas exploration and production world. Larger companies, or a rare few smaller companies, execute a formalized technology scouting process. The vast majority, however, rely on their professional employees. Beyond fulfilling that role for their company, employees owe it to themselves to be ready for the inevitable changes that will come their way. Consultants and independents have no option but to be their own technology scouts. There are four guiding principles for being your own technology scout, which are:

- **Depth of Investigation** – One must obviously dig deep and achieve true competence in areas that are directly relevant to today's responsibilities. However, that alone is not enough. Individuals often are required to be knowledgeable enough of areas outside their expertise to make informed decisions. And in all areas, individuals must have an awareness of technologies that are changing today's E&P world.
- **Breadth of Investigation** – Although similar to depth of investigation, breadth refers to individuals forcing themselves to look beyond their disciplines, even to the point of becoming truly competent in areas within another discipline. Engineers, geologists, accounts, corporate officers, etc. must have some common "base level" understanding.
- **Geographic Area** – Although natural to focus one's scouting effort in their geographic area, great opportunities arise from forcing oneself to look at what is working or being tried in other areas, including international. This requires developing the skills to define recommended application environments for different technologies and discerning similarities/differences between proved applications and the application under consideration.