



20Qs: 13. WHAT is INNOVATION? 14.HOW is IT NURTURED? 15. WHY is IT so hard to get DEVELOPED?

13. INNOVATION: the future of every “developed economy” depends now on the creativity of its people. RECENTLY, GERMANY, ONE OF THE TOP INDUSTRIAL EXPORTERS, RE-ESTABLISHED THIS PRIORITY: they recognize that manufacturing & routine support/services are quickly migrating to the “developing countries”. **BUT WHERE IS THE INNOVATION IN O&G? What is it that (better-trained) “3rd world” citizens cannot do?** IRONICALLY, O&G INNOVATIVE ACTIVITIES ARE RAPIDLY MIGRATING (ALSO) to the “3rd world countries”: **talent pools are greater & productivity is better (with proper management & direction from people like us** who tried, even with “the best talent from MIT”, to develop “leading-edge technology” in North America & Europe). **OUR FAILURE TO MOVE AS FAR & FAST AS WE WANT(ED) IS RELATED TO A KEY ISSUE OF NURTURE**

14. NURTURE: just as it may convert regular folk into criminals, lack of nurture also destroys economies. AFFICIONADOS OF (CARTOON) DILBERT CAN RELATE TO IDIOCIES OF SOME MANAGEMENT PRACTISE –that might be less credible to average people, if they hadn’t personally witnessed Enron/Skilling (Harvard MBA). Decades before, we witnessed such idiocies first-hand, as we tried/developed some technologies (in the USA): **there was zero interest (indeed antagonism) while we fought to create change, then euphoria on success** –followed by almost “Dilbert-like” behavior of those who tried/took credit for our success (& all since failed again). **We were far more (indeed originally) successful in the European/German context and that prevails today:** indeed, completely apart from (unrelated to) us are successful groups in Europe, provided not “Dilbert-victimized”. **SO, A QUESTION ARISES: WHAT ALLOWS INNOVATION TO FLOURISH, HOW CAN IT BE DEVELOPED?**

15. DEVELOPMENT: “anything worth doing is worth doing RIGHT”! But how often is this truism honored? “THE MARKET”, THAT WE REGARD AS PRIMARY REGULATING MECHANISM (e.g., contrary to communism), **would also prove such “truisms”, if it were not distorted short-term by outrageous abuses (by managers)** whose primary objective is often just the maximization of their OWN benefits, not that of all of the “stake-holders”. **Some managers (Kenneth Lay of Enron could claim to be one) are completely out of touch with REALITY.** AS A RESULT, MEASURES NEEDED (ALSO BY POLITICIANS) FOR OPTIMUM DEVELOPMENT LIE FALLOW

SADLY, WE NEED NOT EXPLAIN THIS TO AVERAGE PEOPLE ANYMORE: MANY HAVE BEEN “BURNED” But what have they done about IT? Mostly, they are in denial about their own role in allowing it to happen (again). **They continue their old habits, argue on behalf of discredited managers (& politicians, on both extremes)** & CONTINUE A PROCESS THAT TRANSFERS INCREASING INFLUENCE TO FORCES BEYOND CONTROL.

HOW IS IT RELEVANT TO EXPLOITATION OF NATURAL RESOURCES? WE HAVE “GOOD & BAD NEWS”: first, the “good news” (O&G prices are high, it’s now again “a place to be”, everybody involved is making money). **What’s the bad news? Once again, opportunity is wasted (especially for innovation), unpopularity grows.** WHO CARES? If you have children, you SHOULD care about their jobs & potential for instability & increased risk.

MAJOR INNOVATIONS & DEVELOPMENTS ACCOMPANIED MAJOR CONFLICTS (LIKE WORLD WARS): unfortunately, most recent conflicts (terrible as they were) produced nothing worthwhile, especially for future use. **“Star Wars” may be the most extreme stupidity, with major budget, but many opportunities were missed:** MOST INTELLIGENT COMPETITORS (INCREASINGLY LIKELY ADVERSARIES) CAN BYPASS SUCH IDIOCY **WHY DISCUSS BATTLE TERMINOLOGY? BECAUSE RESOURCES & WAR ALWAYS HAVE BEEN LINKED.** IF CONSUMERS IN DEVELOPED COUNTRIES DRIVE UP PRICES, POORER (COUNTRIES) MUST SUFFER. **We work with clients worldwide, so we see the real conflicts between their interests & citizens’ condition.**

SUCH CONFLICTS CAN BE RESOLVED ONLY WITH INNOVATION & DEVELOPMENT, NOT AGGRESSION: DEMOCRACY & CAPITALISM NOW HAVE A UNIQUE “WINDOW OF OPPORTUNITY” TO PROVE SUCCESS. **A vast majority of earth’s population, if they’re allowed to vote, should be convinced: “the system works”**

WE SEE MAJOR EXAMPLES OF SUCCESS (AS IN EUROPEAN INTEGRATION) BUT ALSO THE OPPOSITE HOW WILL WE REMEDY THIS? CONTINUE READING OUR “LIGHTINGUP THE NEW ENERGY (IND)USTRY”.