



20Qs: 10. WHAT is REPUTATION? 11.HOW to Reach Real GREATNESS? 12. WHY is YOUTH Important?

10. REPUTATION: individuals, societies, companies “Rise & Fall” with reputation -justified or otherwise
THIS PROCESS CAN TAKE A LONG TIME, ESPECIALLY IN BUILDING & RISING. THE FALL MAY BE SWIFT –now that we have instant communication, between all who hold sway, “The NEWS” can spread quickly. THIS HUMBLE LITTLE NEWSLETTER CIRCULATES TO THOUSANDS (-WE COULD REACH MANY MORE). **A FEW read it carefully: as in most things, they can “get ahead of the curve” in making GOOD decisions.** AT THE OTHER EXTREME, MASS-CIRCULATION NEWSLETTERS REACH (OFTEN CON) ORDERS MORE. **Similarly, most primitive components of society are targeted by advertising for name-your-vice products.** LOCAL “IRISH PUB” FINALLY BANS SMOKING: NOW WE KNOW, “BIG TOBACCO” MUST BE IN DECLINE. **BUT WHY HAS “BIG OIL (& GAS)” BEEN LUMPED INTO THE SAME CATEGORY WITH “BIG TOBACCO”?** Because “reputation” is something people form by ASSOCIATION: “O&G&T” often sponsored the same events. **BESIDES ACHIEVING GREAT THINGS, AVOIDING BAD ASSOCIATION IS HELPFUL TO REAL GREATNESS**

11. GREATNESS: almost nobody would consider looking at O&G for examples but maybe some do exist. AS WE’VE OFTEN EMPHASIZED, WE’RE NOT ALLUDING TO THOSE WHO “PIMP & PREEN FOR PRIZES”: **we mean some real GREAT people we’ve met in OPERATIONS -some in our “MADE GOOD Hall of Fame”** already, others lined up for clearance. We expect to meet many more, before we give up writing (this newsletter). **WHAT DOES GREATNESS MEAN? COUNTRY LEADER? NOBEL PRIZE? COMPANY CEO? MOVIE STAR?** (Curiously, the “fraction of freaks” is consistently high in all those categories, no matter which group elects them). **Strangely, few know the truly great people (of history OR the present –witness Diana vs. Mother Teresa):** mass-circulation publications make the problem worse with “sex, scandal, stupidity & other juvenile mastication”. **WHERE DO WE START IF WE WANT TO ACHIEVE REAL GREATNESS? WE SAY: “START WITH YOUTH”**

12. YOUTH: our future IS young people immunized against BOTH blind idealism AND corrosive cynicism. AS IN POLITICS, RELIGION, BUSINESS & LIFE, YOUTH SHOULD BE ARMED AGAINST EXTREME BELIEFS. **Of course, we are referring to (we believe most) young people with ambition to achieve SOME greatness.** In interactions with clients, we find such young people (& we suspect non-clients also have remediable elements). **MOST NEED TO RECONSIDER HOW THEY APPLY SCIENTIFIC/ENGINEERING/PRACTICAL PRINCIPLES.**

WHAT DO MOST (O&G) TRAINEES RECEIVE TODAY? IN A NUTSHELL, “PRESCRIPTIONS FOR FAILURE”
Starting with their “basic training” (whether handbooks or software or even conceptual training), “past is prologue” **ESPECIALLY AT UNIVERSITIES’** (few Petroleum) Divisions, REALITY IS SUBSERVIENT TO (BAD) THEORY!

AND HOW WILL THIS PROBLEM BE REMEDIED? LONG-TERM, THE MARKETPLACE WILL CORRECT IT.
Selling “quick-fix remedies” to short-term participants (~stock-trading & patchwork O&G software) finally will stop. **However, as we know, the marketplace can be “wrong” for lengthy periods of time, leading to disruption** WHEN REALITY FINALLY “DAWNS”. MEANWHILE, “LEMMING” SCENARIOS CAN LEAD TO MASSIVE LOSS.

AS A SIMPLE EXAMPLE, RECENT DECADES HAVE DRIVEN DETERIORATION OF EVALUATION SKILLS:
“BITS & PIECES SOFTWARE” IS USED TO PERFORM “PIECEMEAL” CALCULATIONS (RIGHT OR WRONG) **that are used (usually blindly) to expend enormous resources, without any credible overall optimization.**

Before too many “old guys” (like us) agree profusely, about youthful incompetence, we must also clarify THAT MANY BAD PRACTISES (IN EXISTING HANDBOOKS & SOFTWARE) COMES FROM SUCH OLD GUYS **and has been glibly perpetuated by incorporation in software that younger participants can’t contravene.**

SO WHEN YOU ENCOUNTER SUCH EXAMPLES OF WASTE & DISASTROUS DECISION-MAKING IN O&G (MOSTLY COVERED-UP & SUBSTITUTED BY PUBLICATION OF “SUCCESS-STORIES”, themselves dubious) **remember: it can be traced back, to lack of real intelligent nerve-centers (i.e., BAD software, mute users).** **HOW TO FIX ALL THIS? CONTINUE TUNING IN TO OUR “LIGHTINGUP THE NEW ENE(RGY) (IND)USTRY”**