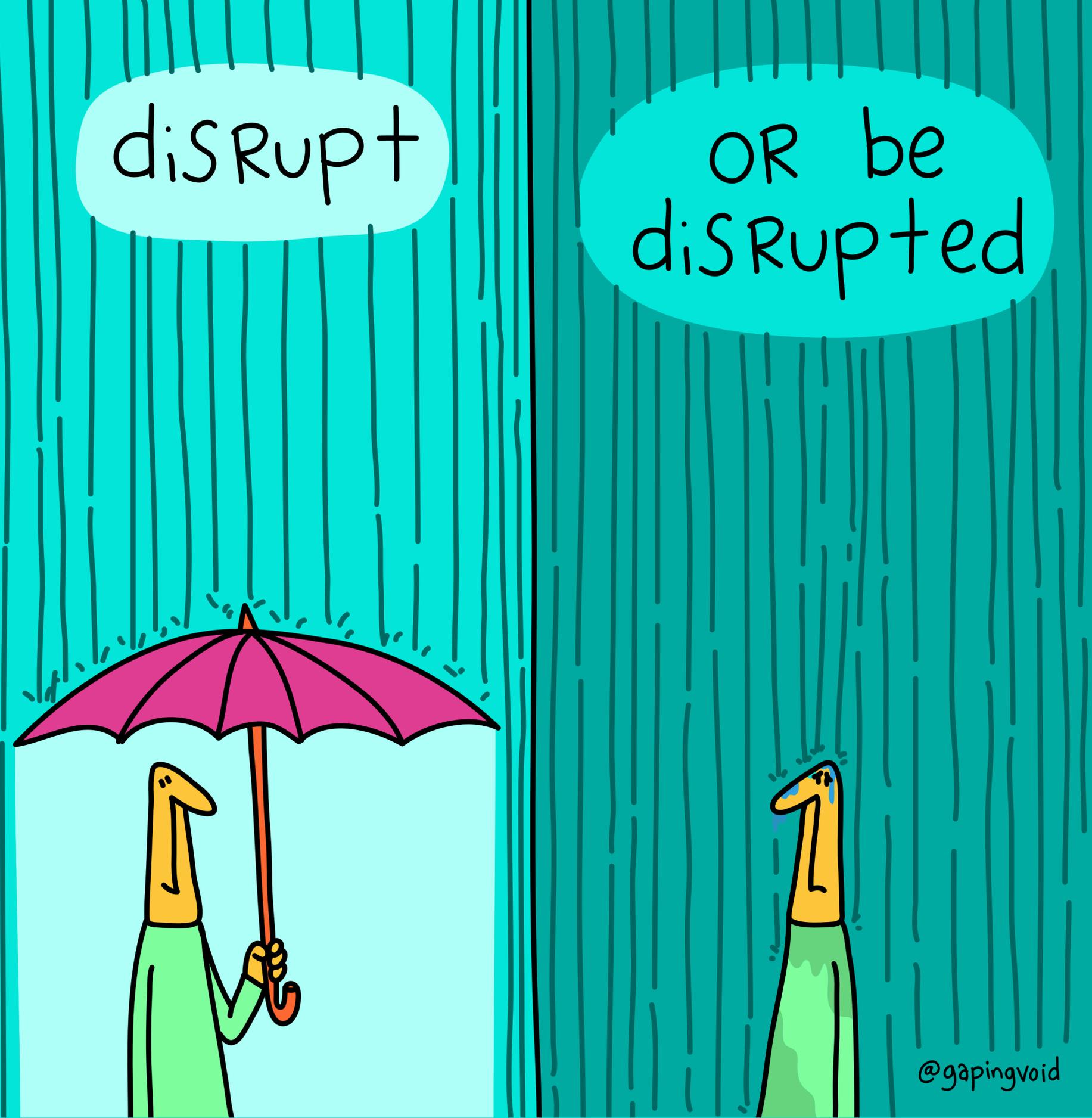


**This e-book is part of the joint
adventure between Gapingvoid
Culture Design Group & ALLY**

It is intended to spark some new thinking
about who we are as people, the cultures we
wish to create and how we might reframe the
role of energy in society.

Business is about people, and we believe that
business is better when we think deeply about
who we are, where are we going and our
impact on humanity.



It is time to show how much we care

Stories connect humanity. It is our narrative that defines who we are and our place in the world.

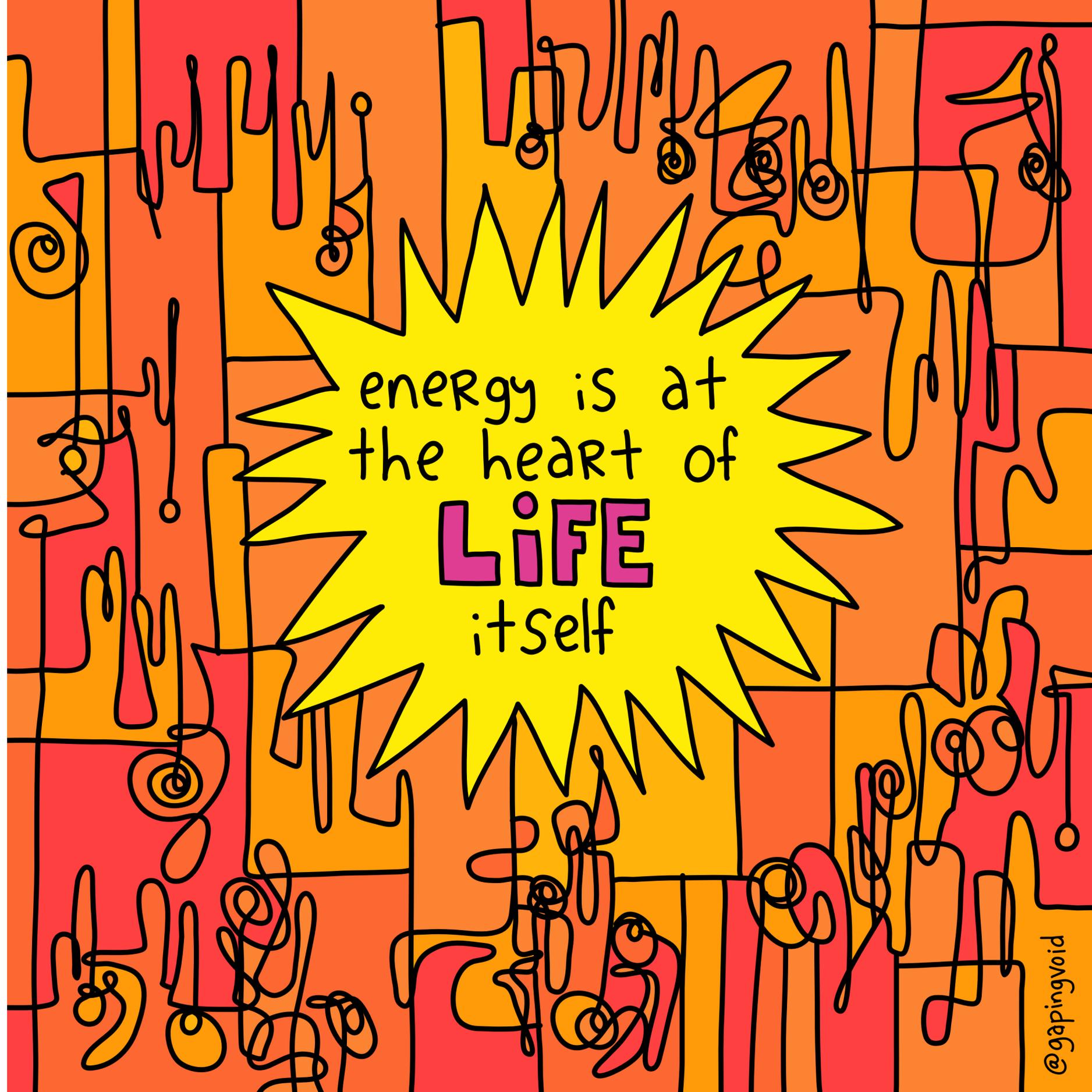
Energy needs a new story, one that reflects our role in society, our authentic concern for the environment and how we fuel civilization with sustenance for billions of people.

better storytelling:



We'd all still be in the dark

Without energy, the world would still be in the dark ages. We don't tell this story well and let others define us. Our narrative to the world must include the essential quality of what we do. We create the building blocks of society and the ability for humanity to survive, prosper and innovate.



We need more edge

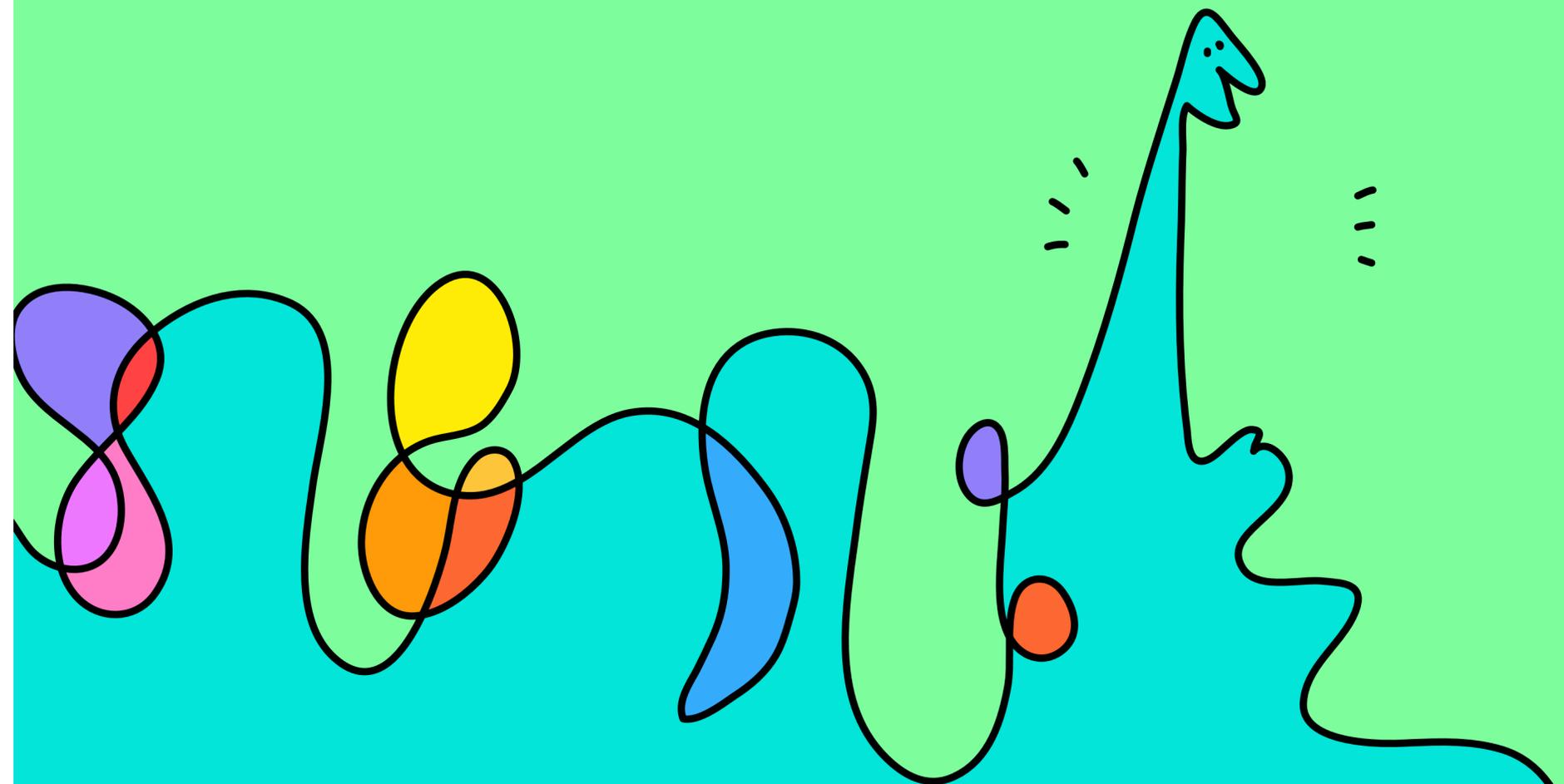
This industry was built by mavericks and wildcatters and people who risked their lives to build something for future generations.

As we focus on making the world happy we've lost our edge. Decisions are slow and we still live in the eighties.

So why should it be any different?

We need to be more agile, make the best decisions and take smarter risks, while creating a vision for the next hundred years.

entREPREneurShIP
ShiftS
ENERgy



We all need to be alternative

We need an alternate reality. Alternative fuels mean shifts in consumer and investor expectations: net zero carbon, smart grids, plastics, electric vehicles. We have the smarts and resources to own that narrative and invest in that tech. If we don't disrupt ourselves, the world will do it for us.



Personal Accountability

It's time to personally own it.

If we expect that everyone else is going to do the hard work, the out-of-the-box thinking, the angsty introspection, then nothing will change...EVER. The question we all need to answer is: What are you contributing to the new reality?

How will YOU shift?



What is the experience we are designing?

How are we experiencing energy?

Energy is complex and misunderstood by so many people. It encompasses the biggest market on Earth.

The challenge is moving past transactions to transformation. From jobs to experiences.

In our hearts, we all know that work isn't simply the thing that pays for our lives. It's passion and purposeful work that connects us to our value in this world.

If we want to attract the best of the next generation, we need to design experiences that are the best on Earth.



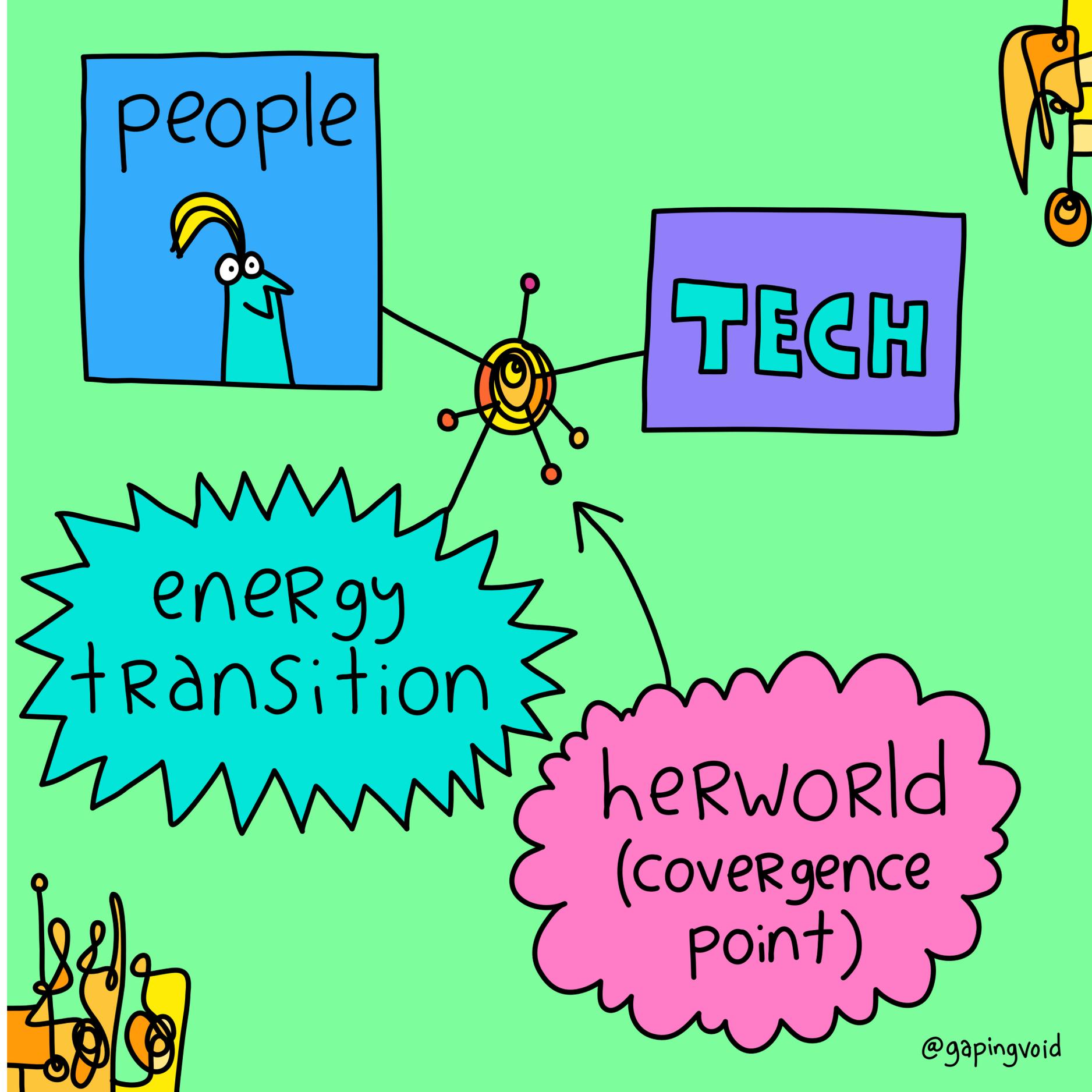
Culture and ideas will eat your assets

Your culture dictates experience. You can design it. It is the culmination of all beliefs, mindsets and principles that your people bring to work every day.

Designing culture is the ability to design a new operating system that drives financial outcomes.

If you don't believe us, look at how Microsoft went from \$400 billion to a trillion dollar market cap in just a few years.

It's all about culture, baby!



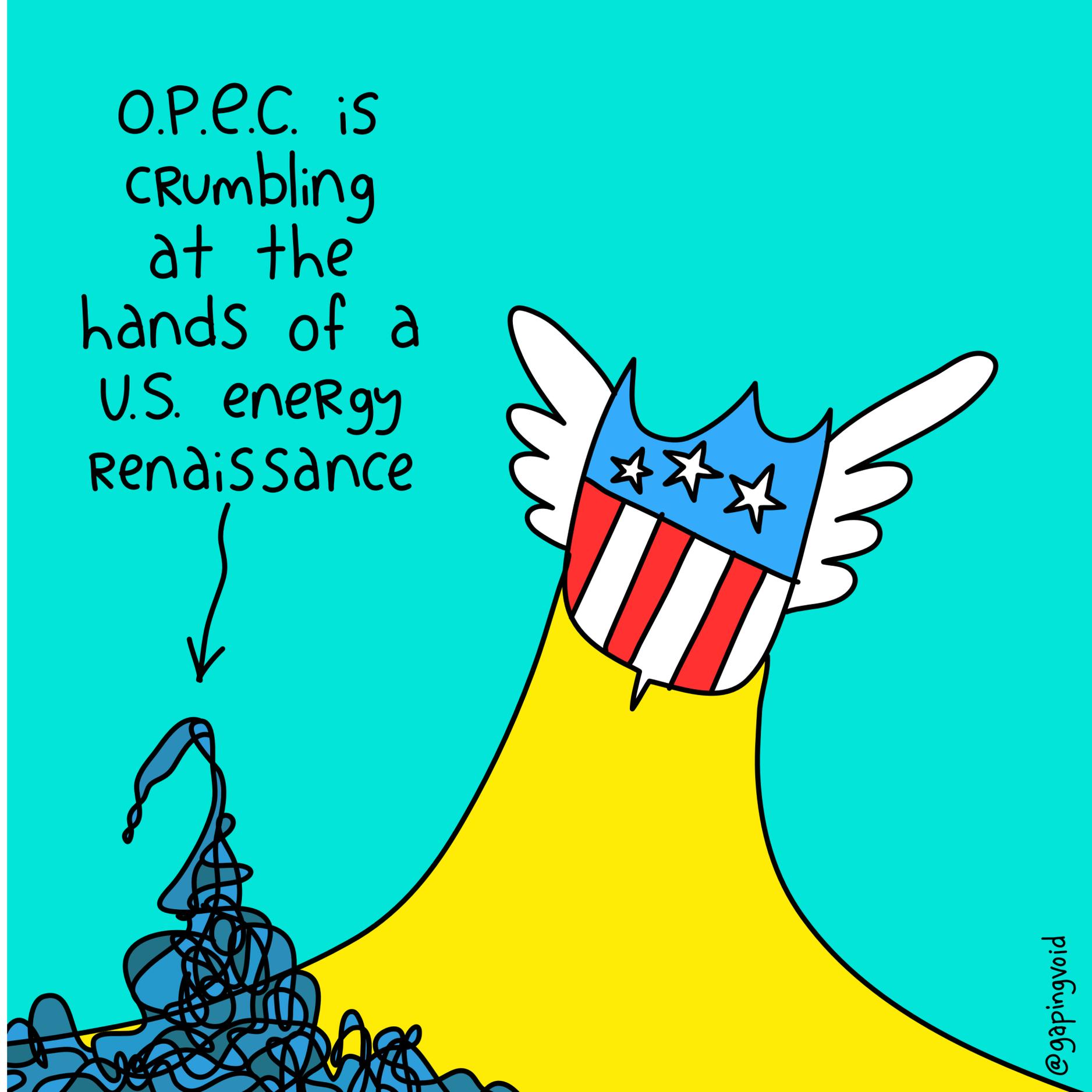
The future of energy is under our feet

Innovation isn't about place. It is about ideas that spread.

The future will not be about sitting on top of reserves, it will be about technology and diverse talent.

Combining great minds to generate new ideas and the ability to visualize a new future... One that you have the resources to deliver.

It is how it has always been: America's future is about innovation and technology. That is it.



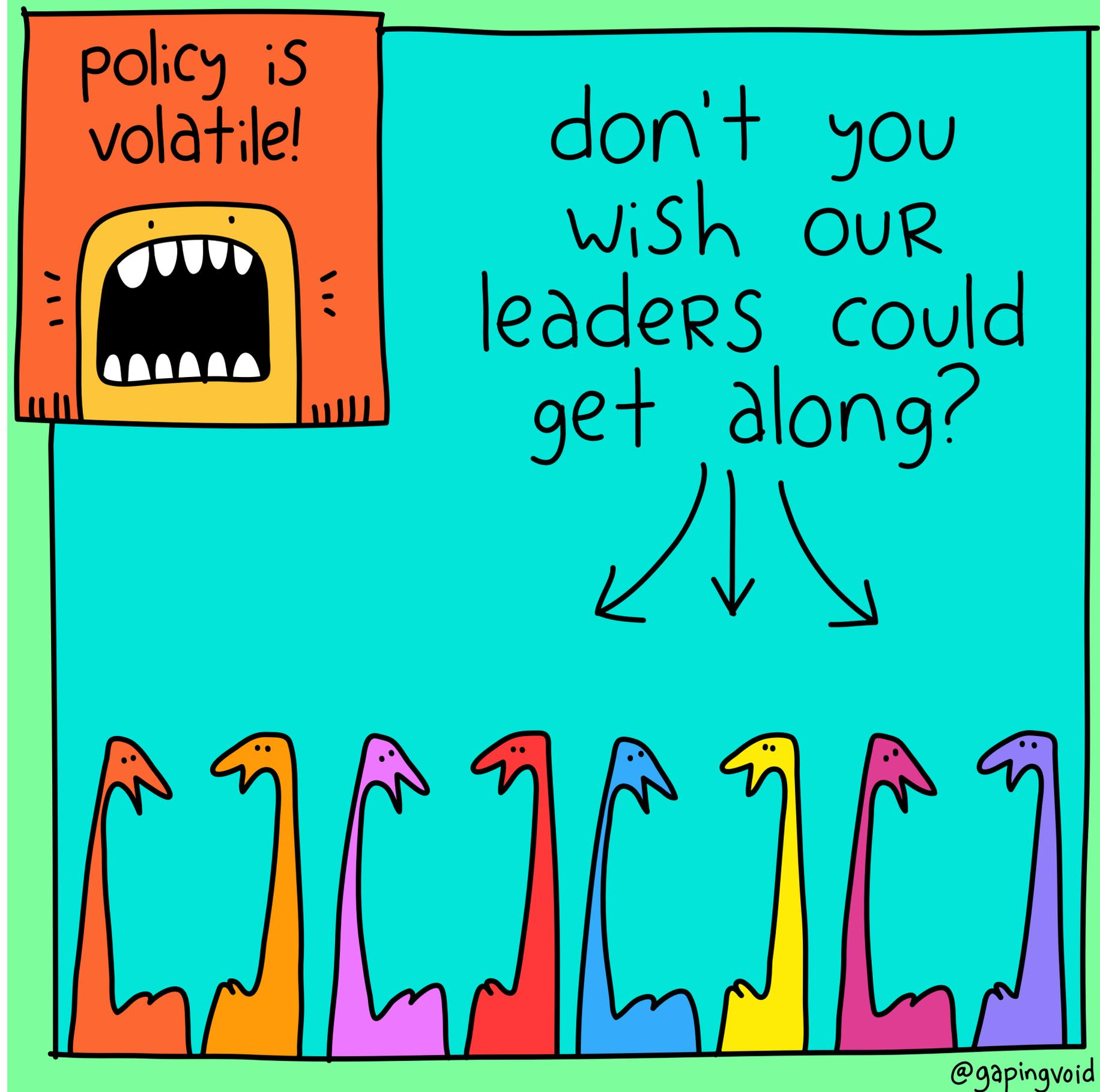
Policy isn't forever

Doing the right thing is.

Morality is often hard, but always the thing that gets us to the next level. Transparency builds trust.

Just because policy can change every four years, it doesn't mean that we should waiver.

There is a clarity of thought about right and wrong, about what acceptable behavior looks like. This is why culture matters. It dictates how we interact with the world and how the world views us.



We all change

Change is constant. We all know that. We need to focus on what will keep our best people and attract brilliant minds.

Diverse thinking: guys, girls, people of color, inclusion of all ideas, knowing that it isn't easy, it requires work.

The world is changing and our workforce needs to reflect our customer base:

Everybody.

the people who are
making change
are
also changing

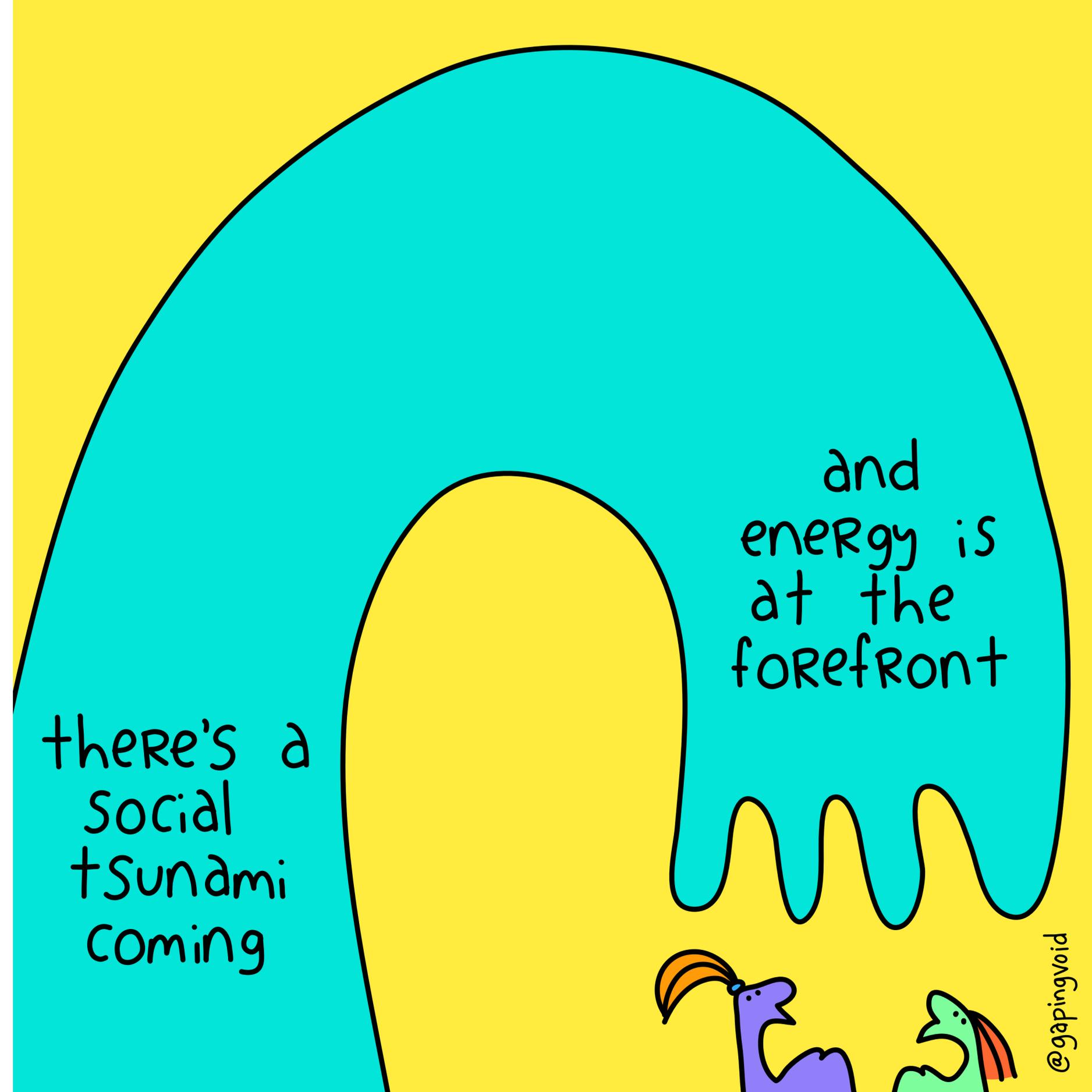


Energy in all forms

Offshore, onshore, nuclear, coal, LPG, CPG, wind, solar, hydro, power, Cosmic.

Energy is everywhere and for everyone. You cannot really control the Tsunami of change.

The momentum is too much for any ONE of us to handle, but we can do it together by aligning around a vision for the future. Vision, clarity and alignment at scale.



“Diverse and Inclusive” is a metaphor

D&I isn't just about being diverse and inclusive, it is about new beginnings. It is about defining and designing the future we want to have.

Yes, of course, it all needs to be diverse, but even more importantly, we need to design the culture we want to have that will support diversity, that will connect people to the beliefs and mindsets that will take our industry to the 22nd Century and beyond.

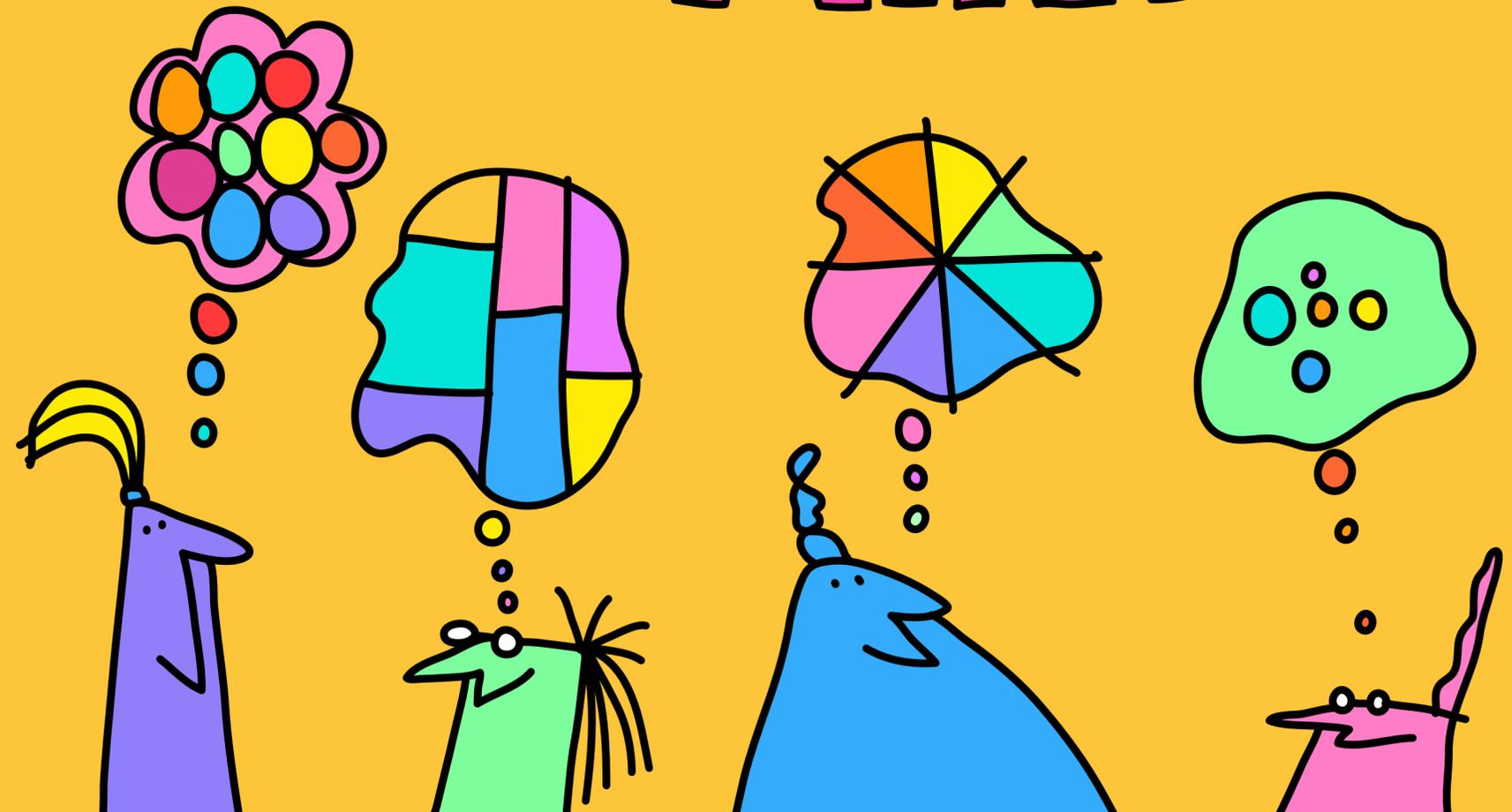
This is all in our hands and we must come together to create our new reality.

“we need
divERSity
and
inclusion”

i.e.

NEW

MINDS



Do we love? You bet!

We all are part of something that matters. It matters to every being on earth, and we love it.

We love the act of creating, we love doing it at scale and we love the impact.

We can disrupt or be disrupted and that will depend upon our joint vision for the future—one that we all know will be much different than the past.

Let's design that future together, and the culture that will make that a reality.

Godspeed!



when you
love
what
you
do

the
world
pays
attention

About Us

Together, ALLY & Gapingvoid Culture Design Group are creating the new future for energy.



ALLY is the leading resource for diverse talent, careers, and culture in industry. ALLY is obsessed with building inclusive connections to meaningful careers. We have a unique digital reach globally in oil and natural gas, power and utilities, LNG, renewables, and nuclear. We're changing the narrative around energy by helping industry, the public and others experience it in unique and inspiring ways.



Gapingvoid is a Miami-based consultancy that helps companies increase employee engagement and connect people more deeply to mission, values and purpose. Since 2007, gapingvoid has designed, articulated and speeded the adoption of organizational culture for many of the most forward-thinking companies, worldwide.

The concept is simple: inspiring alignment and engagement in employees will improve creativity, agility, productivity and innovative outcomes, which impact bottom line results. Gapingvoid uses a unique combination of writing and visuals that connect people emotionally to desired outcomes.