



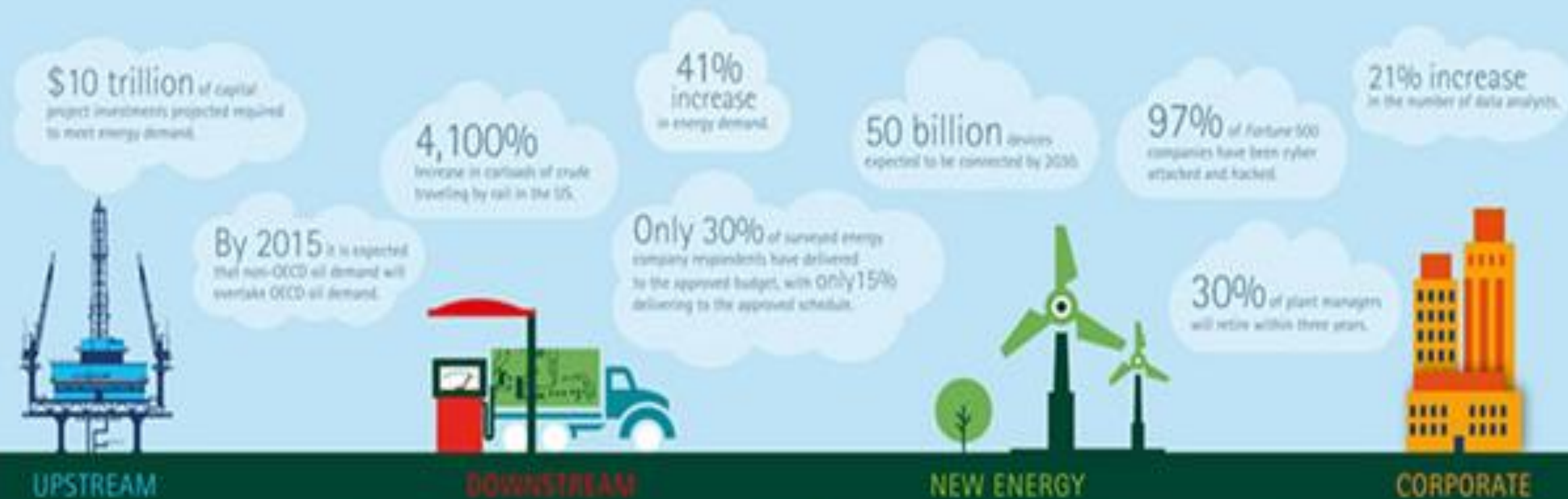
WPC Tomorrows Leaders Symposium
Evie Ploumpidi, Accenture



High performance. Delivered.

Digitizing Energy: Unlocking business value with digital technologies

The energy industry is undergoing an unprecedented period of transition. How can digital technologies help companies disrupt existing markets and penetrate new ones?



The digital opportunity

Being digital offers fundamentally new ways to run organizations

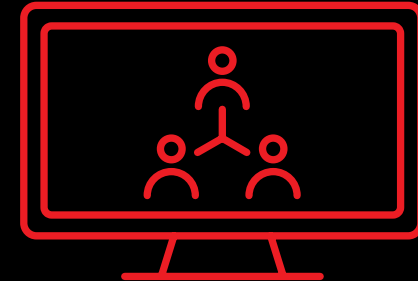
Being digital in oil and gas can be successfully executed in three ways:



Create new channels to market to engage customers and drive revenue



Improve operations to increase agility and better manage volatility



Enhance the back office to realize productivity gains

Where next?

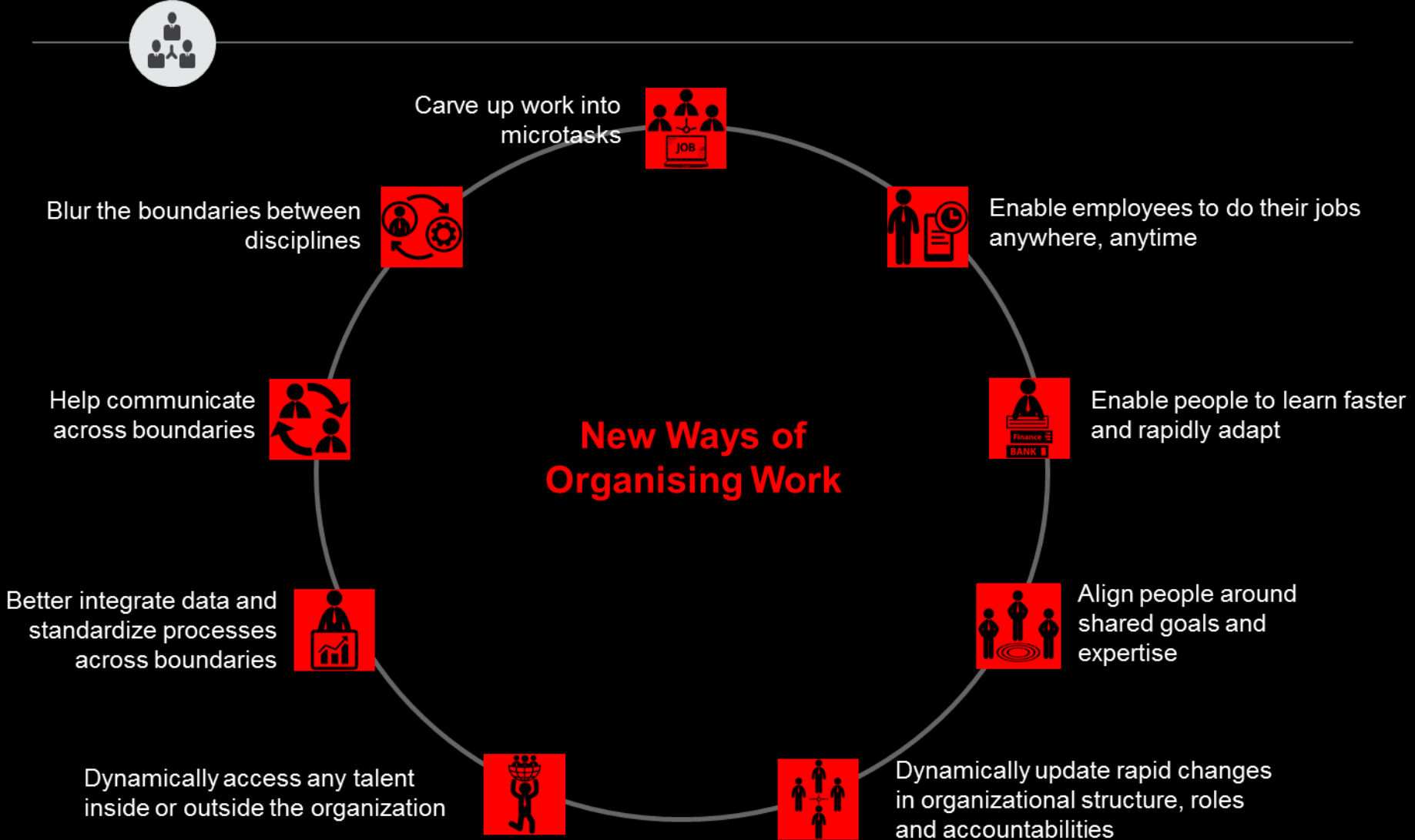
Gain the agility to transform and manage volatility

Develop and integrate an enterprise-wide digital strategy:

- Understand the organization's pain points
- Assess the technologies needed to be digital
- Adopt an agile "fail fast, scale fast" approach



Digital is changing how work is organised



Critical Success Factors to be successful in the war for Oil & Gas talents – thinking of Human Capital Strategy

Talent

What **skill areas** and **capabilities** will be needed to compete and grow our business?

Where are the **gaps** between the skills we have and those we need, and how can these gaps be closed through new talent sourcing and development options?

Leadership

What **types of leadership** capabilities do we need to sustain our business strategy?

How will leaders be sourced and **developed**?

Culture

What are the **key cultural attributes** of our company today? How does this prevailing culture affect performance and productivity, as well as the ability to attract and retain the right talent?

What are the characteristics of the **ideal culture** aligned with our business needs, and how do we create and sustain that culture?

Organization

What **type of operating model** can help us optimize the execution of strategy and the efficient use of resources?

Recruitment Strategies

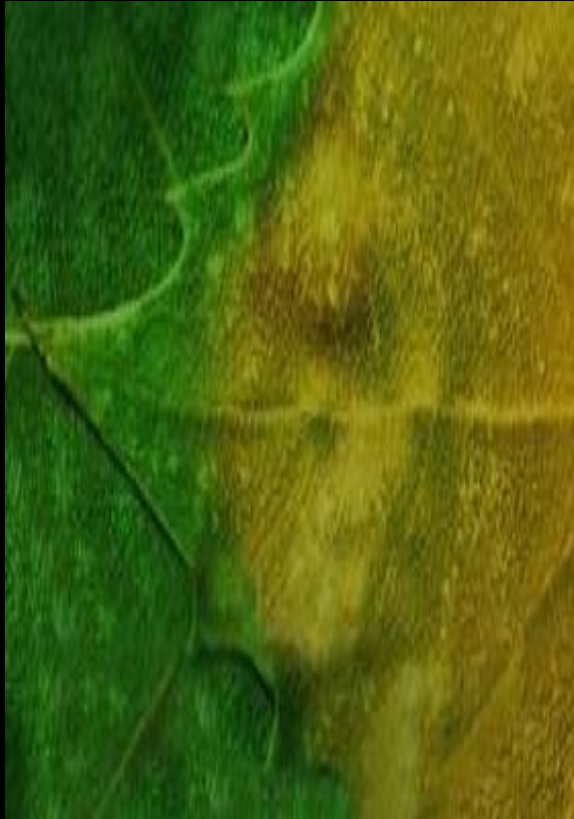
**Raising the water level:
Activating untapped labor
pools**

**Increasing the flows:
Improving mobility and
transferability of skills**

**Building bridges:
Broadening and deepening
collaboration**

Debunking the myths

**Environmental
Friendly**



Hi Tech



Growing



About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended August 31, 2014. Its home page is www.accenture.com.

About Accenture Strategy

Accenture Strategy operates at the intersection of business and technology. We bring together our capabilities in business, technology, operations and function strategy to help our clients envision and execute industry-specific strategies that support enterprise wide transformation. Our focus on issues related to digital disruption, competitiveness, global operating models, talent and leadership help drive both efficiencies and growth. For more information, follow @AccentureStrat or visit www.accenture.com/strategy