



# Thinking differently: How progress begins

How can jokes and stories shape your direction in improving safety performance and culture? In most organizations, they already do. A few months ago, I started my day like many others, having breakfast in a hotel. I was staying at a Hampton Inn in Iowa while working with a client. At 6 a.m., when the breakfast area opened, I started my routine. It is quite normal to be the only one there that early, and even if you aren't, you tend to eat alone. As I was finishing my meal, with only a few bites remaining, an older gentleman walked up to my table and said, "Oh, you are eating alone?" While in hindsight this sounds quite kind, I was a little perplexed by the question. I always eat alone when traveling for business if I'm the only one from the ProAct Safety team on the engagement. I looked up and responded, "Yes, sir." He immediately asked if he could join me, and I invited him to do so.

Never one to miss an opportunity to engage in a conversation, especially with someone who reminded me of my grandfather who passed long ago, we began talking. He was from Minnesota, where

my wife is from, so we had an instant connection and much to discuss. It was finally time for me to depart, and after I thanked him for the conversation, he stopped me with, "Wait, I have a question for you." I couldn't help but be skeptical. Was this a setup for something? Was there something he was attempting to pitch to me, thus the reason for engaging me in conversation?

"How many seconds are there in a year?" he asked. I began thinking, "Well, there are 60 seconds in a minute, 60 minutes in an hour, 24 hours ..." No, not really; I didn't do the math. It was clear I had a perplexed look on my face, so he proudly stated, "It's a trick question. There are only 12. January second, February second, March second ..." I laughed, and he urged me to tell this joke to my daughters when I returned home, which I did.

Jokes and stories have great power. They nudge you to think differently about something, which is how all progress begins. What thinking is common in your organization that helps you transform performance? What thinking becomes a constraint? How can you break through?

Depending on the culture among the leadership team, jokes are not always the appropriate thought-change mechanism, but stories almost universally are.

Every organization I've ever consulted with can go back in its history and tell stories of the past, how work was performed and decisions that led to change. By helping executives change their decision-making process through coaching and consulting on both day-to-day as well as overall strategic decisions regarding culture and safety performance, we do what we call "maturing safety excellence thinking" with leaders. While a minority of individuals are persuaded by facts and figures, the majority are influenced by stories and pictures.

What stories can you tell to change how people view safety and its role in the organization? What stories can help them recognize safety adds value to production rather than competes with it? What stories can help redefine safety excellence, how others have achieved it, what it takes to achieve and who is responsible for what? If you aren't monitoring the storytelling and jokes told about or within safety, your

efforts will be managed by it. When these simple perspectives around improving safety are outdated, it holds back leadership teams from striving for greatness. If the goal is a new step change in safety performance rather than seeking out the next program or process, work to mature the safety excellence thinking within your organization.

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## SHALE

Sector Editor: Andrew White

### National Oil and Gas Gateway consolidates well-level data

WASHINGTON — The National Oil and Gas Gateway, released to the general public recently, is the first publicly available website with oil and natural gas well-level data from multiple states across the country. The website was created as a collaborative initiative among the U.S. Energy Information Administration, the Groundwater Protection Council (GWPC) and its member states, and the U.S. Department of Energy's Office of Oil and Natural Gas, part of the Office of Fossil Energy.

Well-level data in the National Oil and Gas Gateway are updated monthly by the participating states. Ten oil- and natural-gas producing states are currently submitting monthly data to the Gateway: Alabama, Arkansas, Colorado, Kentucky, Mississippi, Nebraska, New York, Oklahoma, Utah and West Virginia.

Participation in the Gateway is open to all oil- and natural gas-producing states, and the GWPC has worked with a majority of those states to develop the Risk Based Data Management System, a shared data management system developed with the support of the Department of Energy's Office of Oil and Natural Gas.

**For more information, visit [www.eia.gov](http://www.eia.gov) or email [InfoCtr@eia.gov](mailto:InfoCtr@eia.gov).**

### IPAA: Independent producers urge withdrawal of BLM fracking rule

WASHINGTON — The Independent Petroleum Association of America (IPAA) and Western Energy Alliance recently submitted detailed comments to the Bureau of Land Management (BLM) on its proposed rule that would rescind the March 2015 nationwide rule governing the practice of hydraulic fracturing on federal and tribal lands.

The trade associations' technical comments underscore in detail why the March 2015 final rule is duplicative of states' efforts and was not justified by BLM. It is estimated rescission of the 2015 regulation would result in over \$220 million per year in cost savings to the industry, according to the comments.

**For more information, visit [www.ipaa.org](http://www.ipaa.org) or call (202) 857-4722.**

### Duvernay field in Alberta holds Canada's biggest shale oil reserves

CALGARY, Alberta — The National Energy Board (NEB), together with the Alberta

Geological Survey (AGS), has released a new resource assessment for the Duvernay Shale in central Alberta that adds significant quantities of marketable light-oil resources in the province, as well as natural gas and NGLs.

Using geological and in-place hydrocarbon data provided by the AGS, the NEB estimates the Duvernay Shale contains 3.4 billion barrels of marketable light oil and field condensate, or 17 years of Alberta's annual production. It also shows marketable gas resources equivalent to nearly 25 years of Canada's annual consumption.

The Duvernay Shale covers nearly 20 percent of the province, stretching from just below Grande Prairie to just north of Calgary and east of Edmonton. Companies have been drilling the Duvernay for shale gas and oil since 2011, and the region has extensive existing pipeline infrastructure.

**For more information, visit [www.canada.ca](http://www.canada.ca) or call (403) 613-6126.**

### Tall Oaks plans STACK gas gathering, processing system

OKLAHOMA CITY — Tall Oak Midstream III LLC will construct a natural gas gathering system in southeast Oklahoma's East STACK

play. Producers working in the East STACK are developing multiple stacked pay zones, including the Woodford, Caney and Mayes formations. The system will span Hughes County and portions of Seminole, Pontotoc, Coal, Pittsburg, Atoka and McIntosh counties.

Initially, Tall Oak III's East STACK system will consist of more than 50 miles of 12-inch to 20-inch pipeline, two compression facilities, a 5,000-bpd stabilizer, an associated slug catcher and condensate storage facilities. The system is expected to come into service by yearend. Tall Oak III expects to add a cryogenic processing facility to its East STACK system and is engaged in discussions with the area's producers to determine the best size for the plant and a strategic location that ensures flexible access to premium residue and NGL markets.

**For more information, visit [www.talloakmidstream.com](http://www.talloakmidstream.com) or call (303) 433-4397.** ●



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