



COGA



Educating and Empowering the Oil and Gas Industry's Next Leaders

Meghan Bennett, Market Fundamentals Analyst, Anadarko Petroleum

Meghan Bennett is a Market Fundamentals Analyst at Anadarko Petroleum, which is one of the largest independent oil and natural gas exploration and production companies in the world, with 2.4 billion barrels of oil equivalent (BOE) of proved reserves at year-end 2010. Bennett currently supports natural gas, crude oil, and natural gas liquids (NGL) fundamentals-based analytics at Anadarko. Market fundamentals analysis identifies the impact that changes in commodity supply and demand relationships have on prices. The analysis performed by her group is used to inform and guide exploration and production investment decisions and transportation and storage strategy development. Bennett founded and chairs COGA's Energy Generation Leadership Program (EnGen). To round out her biography, she holds three B.S. degrees – in Economics, Mandarin, and Asian Studies – from the University of Colorado at Boulder.

In the following conversation, Bennett discusses EnGen, a one-year, curriculum-based leadership development program created by young professionals with the guidance of oil and gas industry veterans. For more information on EnGen, visit the [COGA web site](#).



What is the primary objective of COGA's Energy Generation Leadership Program (EnGen)?

“Simply put, we want to contribute to the education of the next generation of leaders in the oil and gas industry. We have established a curriculum of quarterly educational seminars aimed at providing a wide overview of knowledge about the industry. Each quarter's program also includes practical professional development opportunities so that participants may work on their leadership, political, and networking skills

I believe the program is quite unique. The curriculum has been created by young professionals for young professionals, with the guidance of senior-level industry executives. The class size is capped to foster an intimate learning environment, although the group is large enough to be diverse and represent different segments of the industry. We also have a selective admissions process designed to ensure that those who apply really want to be in the program. The program will last one year, to allow participants to cover a wide range of topics, get to know one another, and get the most out of the program.

Speaking personally, I helped start EnGen because I was looking for an outlet to become more involved with other young people in industry, and I wanted to do this in a way that was productive and meaningful for everybody.”

Is this program national?

“No, it's Colorado-based. But the EnGen program model can be easily replicated anywhere a vibrant group of industry professionals wants to expand their industry knowledge and leadership skills. The more we each take responsibility for our education, the more value we add to our companies and our communities. The EnGen program really is about adding knowledge and building relationships.”





What are the challenges associated with retaining young talent in the oil and gas industry?

“This will always be a central question, because we live in a competitive age. The reality is that the oil and gas industry competes with many other industries for top talent, and there should be concern—especially in light of all the ‘noise’ about the environment and peak oil. These kinds of issues are attaching themselves to the oil and gas industry today.

The EnGen program will certainly contribute to the retention of industry talent. We will offer a serious education about a broad range of topics, including misinformation and how to confront it head on. We will also build relationships not only between participants, but with the leaders who support and provide instruction for the program.

Further, the challenges associated with retaining young talent in the oil and gas industry often come back to a stereotype that the industry is stale and lacks diversity in terms of age, gender, and race. I think there’s also a basic lack of understanding about the breadth of the industry and how many really good job opportunities—both direct and indirect—are related to it. EnGen will offer its participants with an opportunity to meet and work with a wide variety of talented oil and gas professionals.”

Is EnGen modeled after similar programs from different industries?

“Yes, it certainly draws upon program models from different industries. We also borrowed from programs like The Leadership Program of the Rockies. That said, EnGen is completely unique. It’s tailored to the needs of the oil and gas industry and its young personnel, and I feel it is going to make a tremendous difference over time.

If you’re thinking of applying for the next EnGen class, I would say: ‘Do It!’ It’s a win-win. Our goal is to make this a very productive program. It’s well-rounded, and going to be a lot of fun. And I think everyone will walk away from it learning something new.”

What Will the Program Entail?

“We have put a lot of thought and effort into the program to ensure we balance the industry and professional development components. Participants will meet quarterly for a half day. Additionally, there will be social networking events and community outreach projects. As with all leadership programs, EnGen participants will only get as much out of the program as they put into it. We will all have to do the reading, show up, pay attention, and participate! I’m confident that in a year we will have to show for our participation a new-found relationship and broader understanding of our oil and gas industry as a whole.”

The Mission of EnGen is to provide industry-specific leadership and professional development focused upon educating and empowering the next generation of oil and gas leaders.

The inaugural class of EnGen has begun. While applications are no longer being accepted for the 2012 class, we encourage you to plan now to apply in October when recruitment will begin for 2013.

