



**ARLINGTON, TEXAS**

**AAPL 2021 ANNUAL MEETING**

**PROFESSIONAL DEVELOPMENT AND LAND CONFERENCE**

# Jerris Johnson



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# EVOLVE OR DIE

## *INNOVATE YOUR LAND OPERATIONS*

**Blake Susman, CPL**  
President | Paramount



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VP of Innovation | Paramount



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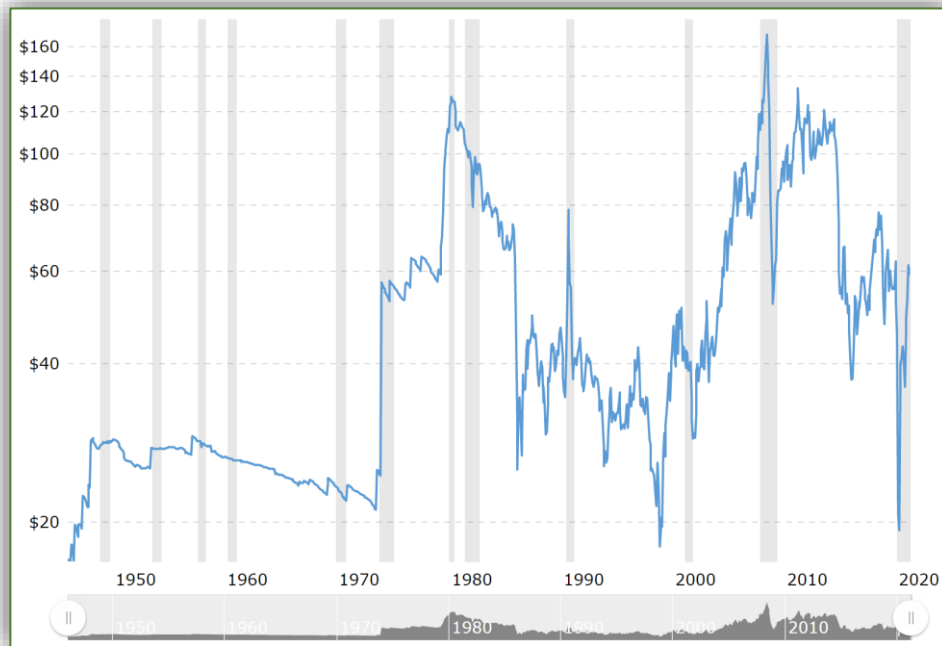
# AGENDA

- The Numbers and Trends That Are Changing What We Know
- The Land Grab: The Rise Before the Fall
- Today's Industry Expectations / Creating Value in the New Normal
- Evolve or Die: Begin Today to Achieve Intelligent Land Operations
- Use Case: The Evolution of Innovate E&P





# OIL PRICE & LABOR TRENDS



Past 75 Years



Past 20 Years



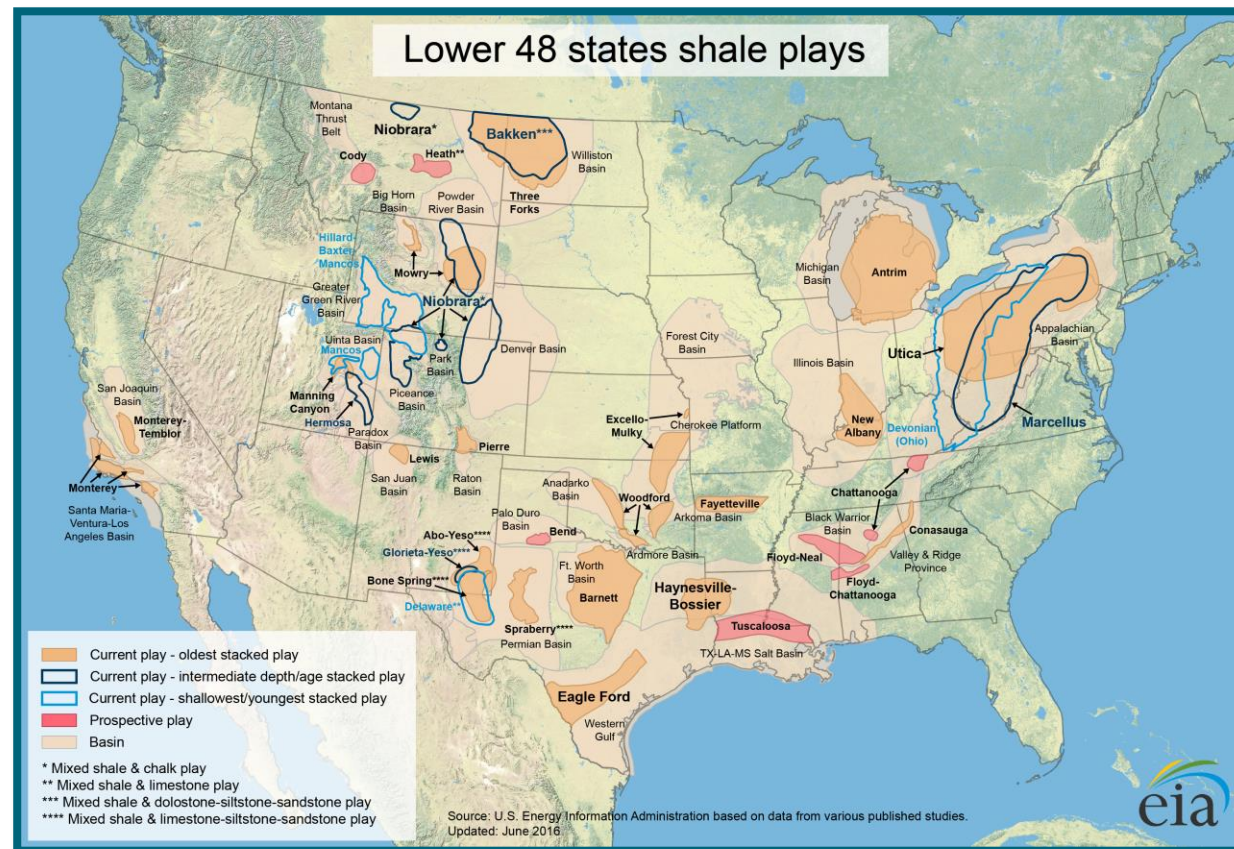
We know it is a cyclical industry, but are the cycles contracting?

# WHO IS DOING WHAT RIGHT NOW

- Over 100,000 jobs were lost
- Many have moved their skills to other energy sectors
- Many are still looking
- Many have begun entirely new career paths



# THE LAND GRAB IS OVER



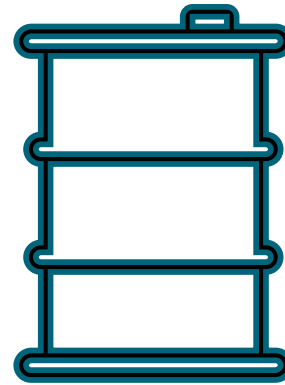
We have gone from exploration to exploitation.



# THEN

Buy, drill, and produce.

No matter the cost.



# NOW

Make money.

No matter the price.





# THE NEW NORMAL

How will internal oil and gas operations be different?

- Less full-time staff than previously employed
- Same need for critical matters and operations handled
- Supplement the workforce with contractors and technology



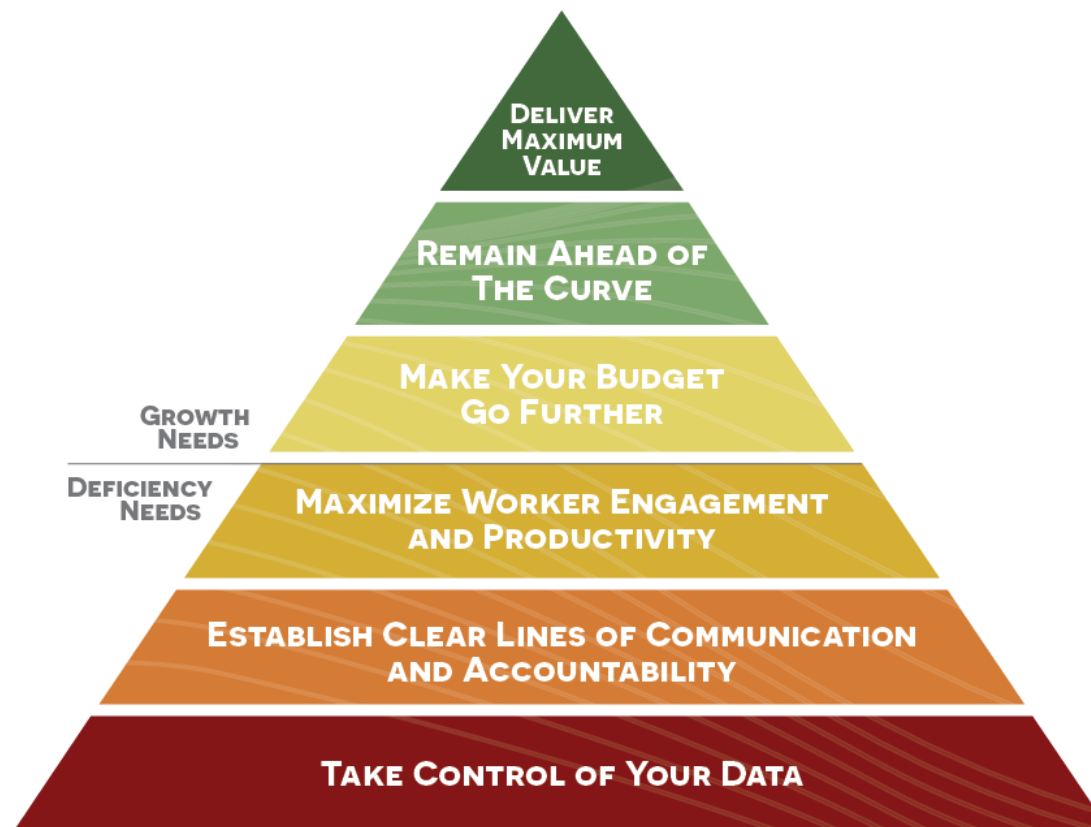
# THE NEW NORMAL

Being able to have plug and play resources that are available however and whenever needed.

When 3rd party groups are used, work can often be billed to a well or prospect, thereby saving the G&A budget.



# EVOLVE OR DIE TO ACHIEVE



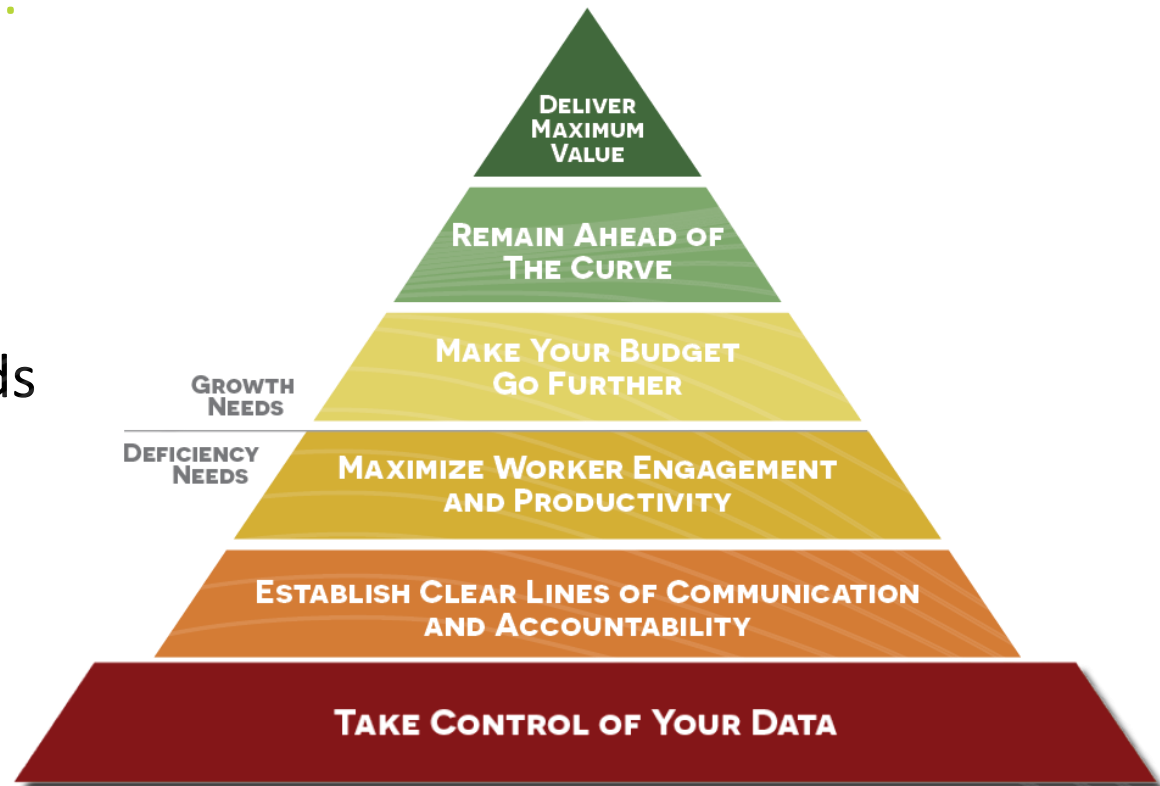
## INTELLIGENT LAND OPERATIONS

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# TAKE CONTROL OF YOUR DATA

Data is the foundational element for success.

- Digitize the records with OCR
- Map all assets and link to the digital records
- Create and implement processes that mitigate backlog

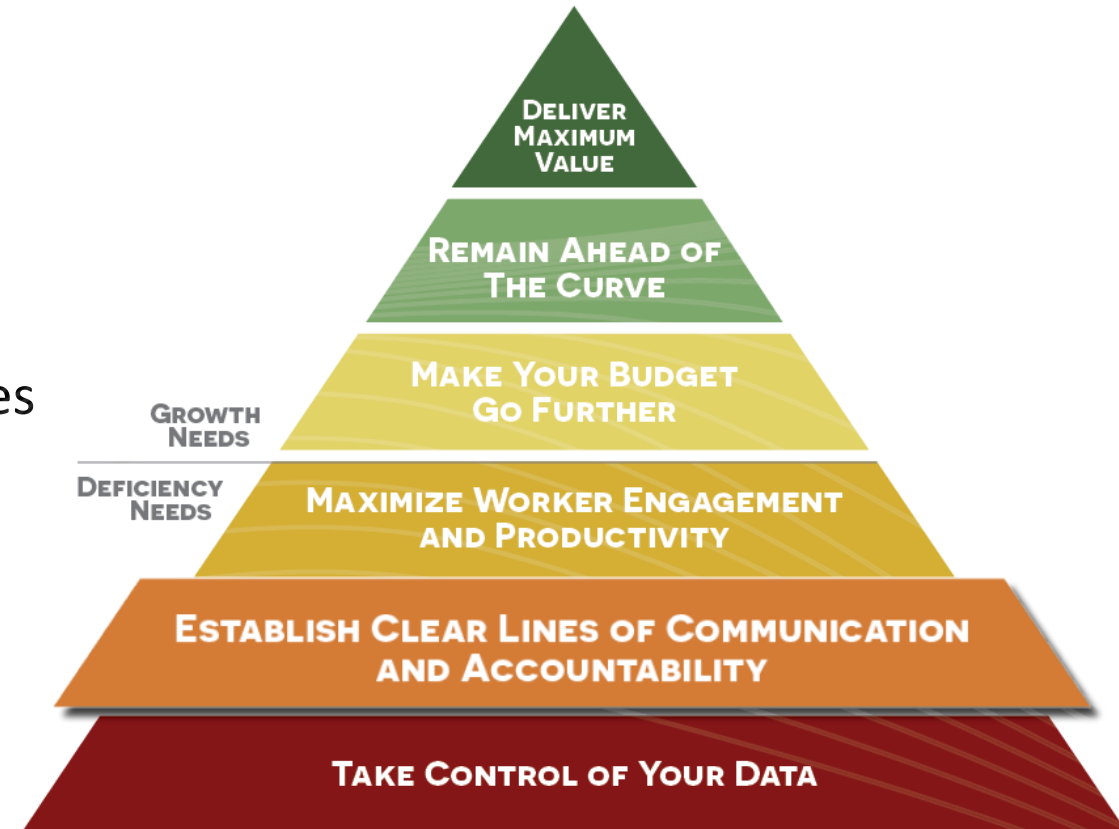


# ESTABLISH CLEAR LINES OF COMMUNICATION AND ACCOUNTABILITY

Measure everything. Communication is key.

## Utilize Statements of Work (SOWs)

- Define vision and objectives
- Define the scope, milestones and deliverables
- Establish Key Performance Indicators (KPIs)
- Establish timeline and deadline(s)
- Cost estimate



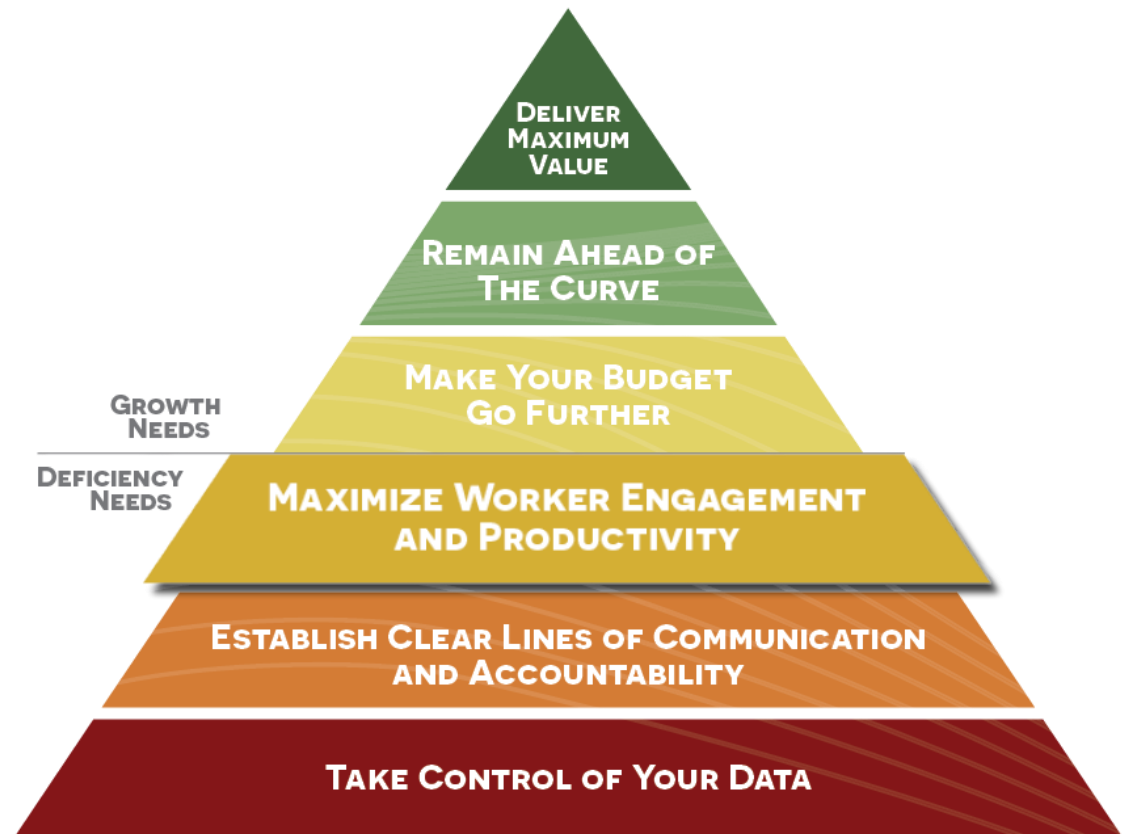


# MAXIMIZE WORKER ENGAGEMENT AND PRODUCTIVITY / BUILD CULTURE

Everyone deserves a coach or mentor.

Supervisors conduct frequent one-on-ones

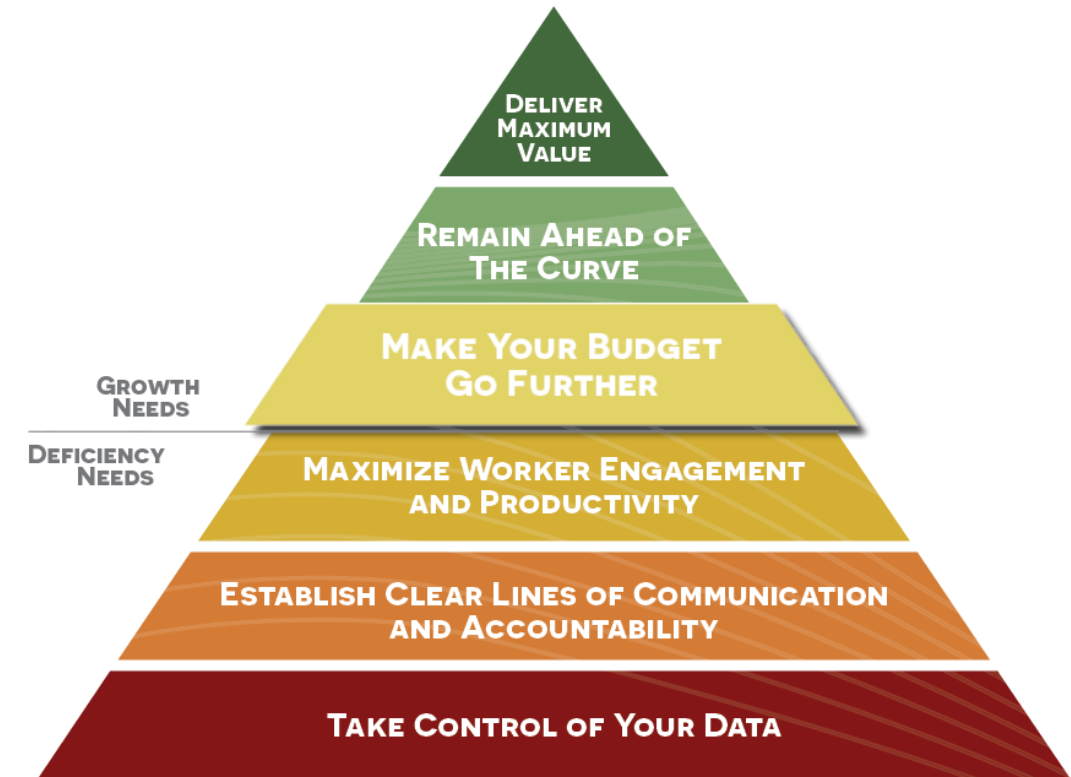
- Establish focus
- Exploration
- Action planning
- Closing



# MAKE YOUR BUDGET GO FURTHER / MODERNIZE WORKFLOWS

The best person for the job is not always local.

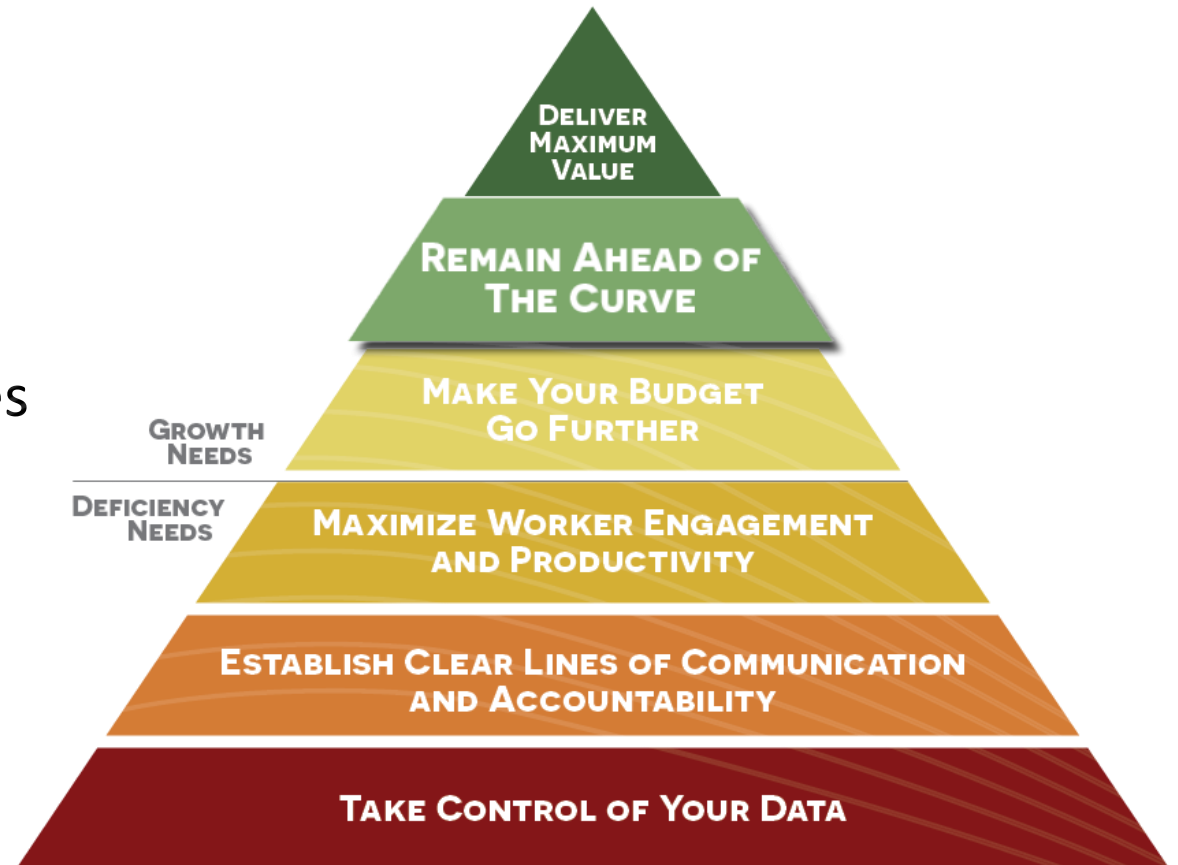
- Outsource to augment internal staff
- Embrace value-based compensation models
- Leverage experts who focus on one process



# REMAIN AHEAD OF THE CURVE

Build a learning organization.

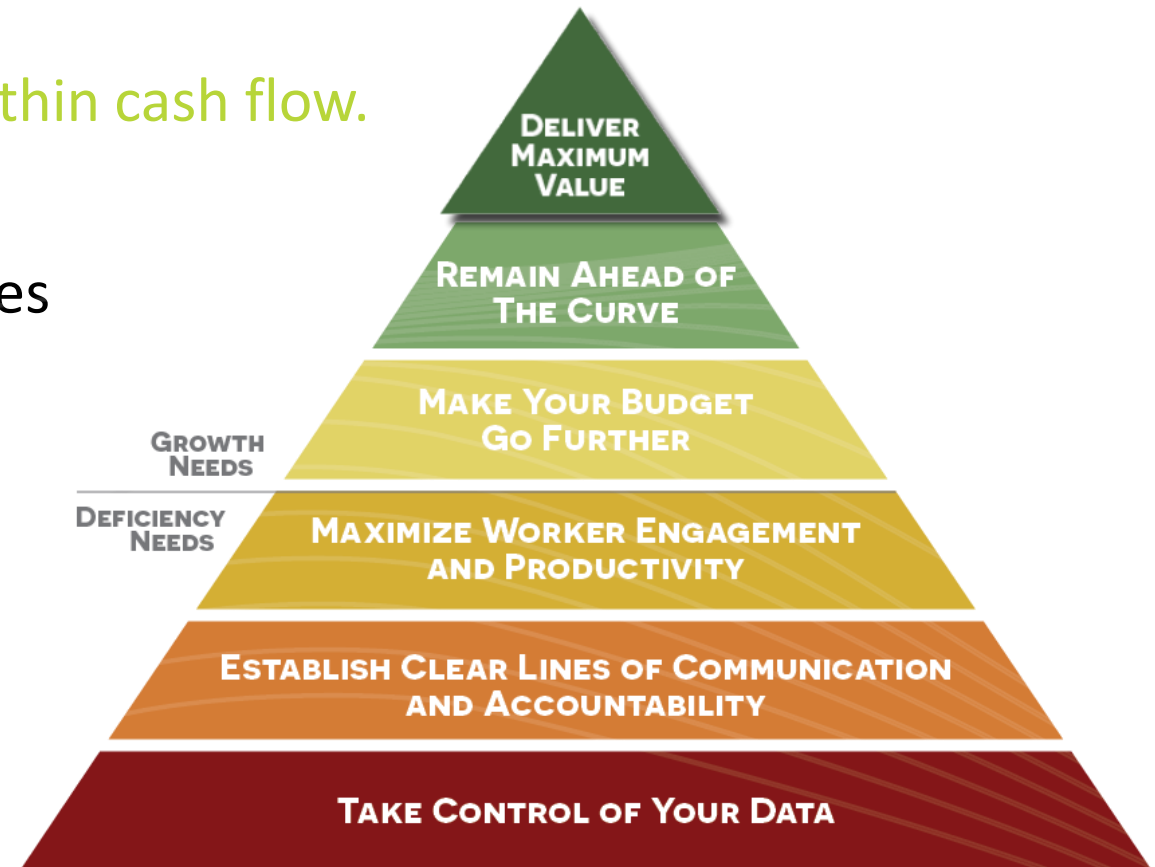
- Supportive learning environment
- Concrete learning processes and practices
- Leadership that reinforces learning



# DELIVER MAXIMUM VALUE

Help your company go beyond operating within cash flow.

- Proactively seek value-adding opportunities
  - Acquire minerals and overrides under units
- Optimize and automate processes
- Stay prepared for any scenario



# THE EVOLUTION OF INNOVATE E&P

Read the full story to learn how to maximize value.

- Utilized AI for due diligence and lease analysis
- Contracted consultants to help prepare wells
- Frequent communication through text and file share platform





# INTELLIGENT LAND OPERATIONS

Executes all phases of project management based on needs – from managing traditional land service initiatives to completely outsourced land departments to implementing the latest technological innovations.



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# Continued Education Component Code

- ARTX-8



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