

Market Analysis: Helping an Independent Oil Company Meet Its Growth Goals



Common Frame for Business Unit Strategies

Region 1

Region 2

Region 1

		BU Strategic Actions			
Corp Themes	BU Themes	Hub 1	Hub 2	Growth Area 1	Exploration
Performance	Prod'n Optimisation				
Growth	Capital Efficiency				
Org Dev	Step Out				

Challenge

A recently expanded independent oil company with a mid-term growth trajectory across several regions that would take it to a new tier needed help developing a clear set of corporate and regional strategies to effectively deliver this growth. The client also wanted to identify required organizational development actions to support its growth goals.



Solution

By interviewing the client's senior board members and senior managers, IHS identified internal perceptions of the company's strengths and weaknesses. We also engaged members of the senior executive team and regional business unit managers to identify strategic options and facilitate a consensus on strategic priorities. We then developed a new common framework for describing evolving strategies based on corporate and regional goals and created a set of mid-term actions required to meet strategic goals. Furthermore, by identifying critical issues and related solutions, we were able to define central functional roles and develop top team and functional charters.

Functional Actions and Team Charters

Business Services

Exploration

Finance

Operation	Mission & Goals			
	Drilling	Development	Procurement	Prod'n
	Functional Charter / Role and Actions			
Corporate Role				
Support to BUs				
Non-BU Business (Growth)				

Results

The client's board of directors approved the IHS recommendations for strategic actions developed at the corporate and business unit level.

