



I N N O V A T I O N M I N D S

Oil & Gas Industry
Benchmark Report 2024
[EMPLOYEE ENGAGEMENT]



I N T R O D U C T I O N

We are delighted to present Innovation Minds' first Engagement Analytics Report tailored for the Oil & Gas Industry. While Innovation Minds is recognized for its groundbreaking work across various sectors, this report focuses on the unique dynamics within the Oil & Gas sector.

Over the years, we have collaborated with a diverse range of industries, gaining valuable insights into the drivers of employee engagement. In examining the Oil & Gas Industry, we acknowledge the distinctive factors influencing and motivating employees in this domain. By drawing comparisons with our experiences in other sectors, we aim to shed light on the subtle nuances that contribute to engagement levels within the Oil & Gas landscape.

Understanding the drivers of employee engagement is paramount, especially in an industry where the competition for talent is as critical as the pursuit of excellence. As the Oil & Gas sector evolves, recognizing and addressing these nuances becomes integral to fostering a work environment that not only attracts top talent but also ensures long-term commitment and enthusiasm.

This report serves as a benchmark, offering industry-related insights and providing a comparative analysis with other sectors. We believe that gaining a comprehensive understanding of your industry's employee engagement landscape, coupled with insights from leaders in other domains, can empower your organization to make informed decisions and stay ahead in the competition for skilled professionals.

As each workplace has its unique dynamics, individual research is imperative. The aggregated and anonymized data presented in this report aims to complement your internal efforts, offering a broader industry context. We have seen time and again in our client's work that the factors influencing engagement can vary significantly from one organization to another. This report, while providing general industry trends, underscores the importance of individualized approaches to employee engagement and retention strategies.

We trust that this report will not only be informative but also serve as a valuable tool in shaping your organization's employee engagement initiatives. Should you have any questions or if Innovation Minds can assist you further, please feel free to reach out.

In the ever-evolving landscape of 2024 within the Oil & Gas Industry, where the importance of engaging employees is paramount, we are delighted to share the latest insights drawn from our experiences with Oil & Gas organizations. As the sector increasingly recognizes the crucial role of employee engagement, we witness a transformative shift toward data-driven decision-making.

Here are five key trends that we anticipate will shape the Oil & Gas landscape throughout the year:

I. Urgency in Response: Oil & Gas organizations are displaying a heightened sense of urgency in responding to engagement results. The proactive correction and enhancement of results, coupled with diligent re-measurement, signify a strategic move towards a more responsive and dynamic approach to fostering a positive working environment.

II. Tailored Survey Designs: Departing from generic surveys, Oil & Gas organizations are leaning towards crafting surveys tailored to specific tasks and objectives. This shift away from continuous pulsing ensures that the feedback received is purposeful and contributes meaningfully to addressing the unique challenges and opportunities within the Oil & Gas environment.

III. Diversification of Survey Approaches: Organizations are embracing a diversified survey approach, incorporating an annual engagement survey complemented by strategically timed pulse surveys. These focused surveys not only address specific areas for improvement but also facilitate an ongoing, intelligent conversation with employees, fostering a dynamic and responsive engagement strategy.

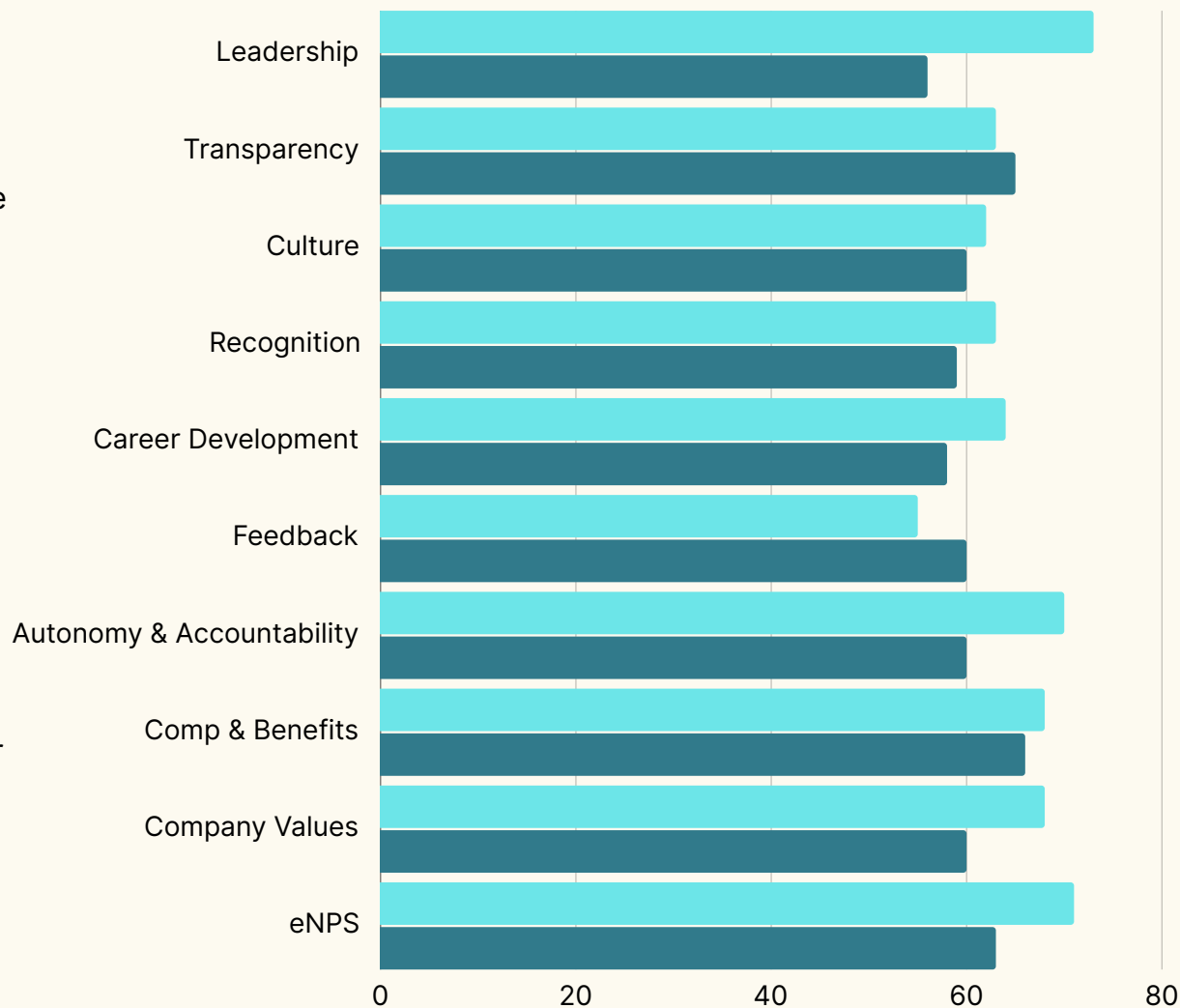
IV. Inclusive Employee Involvement: Oil & Gas organizations are actively involving their staff in the feedback process. Creative avenues are being explored to encourage employees to contribute ideas and insights in response to survey results. This collaborative approach recognizes surveys as just one facet of the broader feedback loop, fostering a positive and meaningful experience for the entire community experience for the entire community.

V. Integration of Oil & Gas Metrics: A continued trend from previous years is the integration of survey data with other crucial metrics. Organizations are keen on understanding the relationship between engagement data and factors such as Safety Performance, Employee Engagement, Workforce Skill Competency, and Employee Health and Wellness Programs, offering a comprehensive perspective on the overall health of the Oil & Gas landscape.

ENGAGEMENT SCORES

In evaluating the engagement landscape within the Oil & Gas Industry, we employ a comprehensive approach using 10 key themes to derive an overall score that reflects the level of engagement among employees. These themes provide a nuanced understanding of the factors influencing work experience within Oil & Gas organizations. It's crucial to recognize that engagement dynamics can vary significantly not only between different sectors but also within the industry itself.

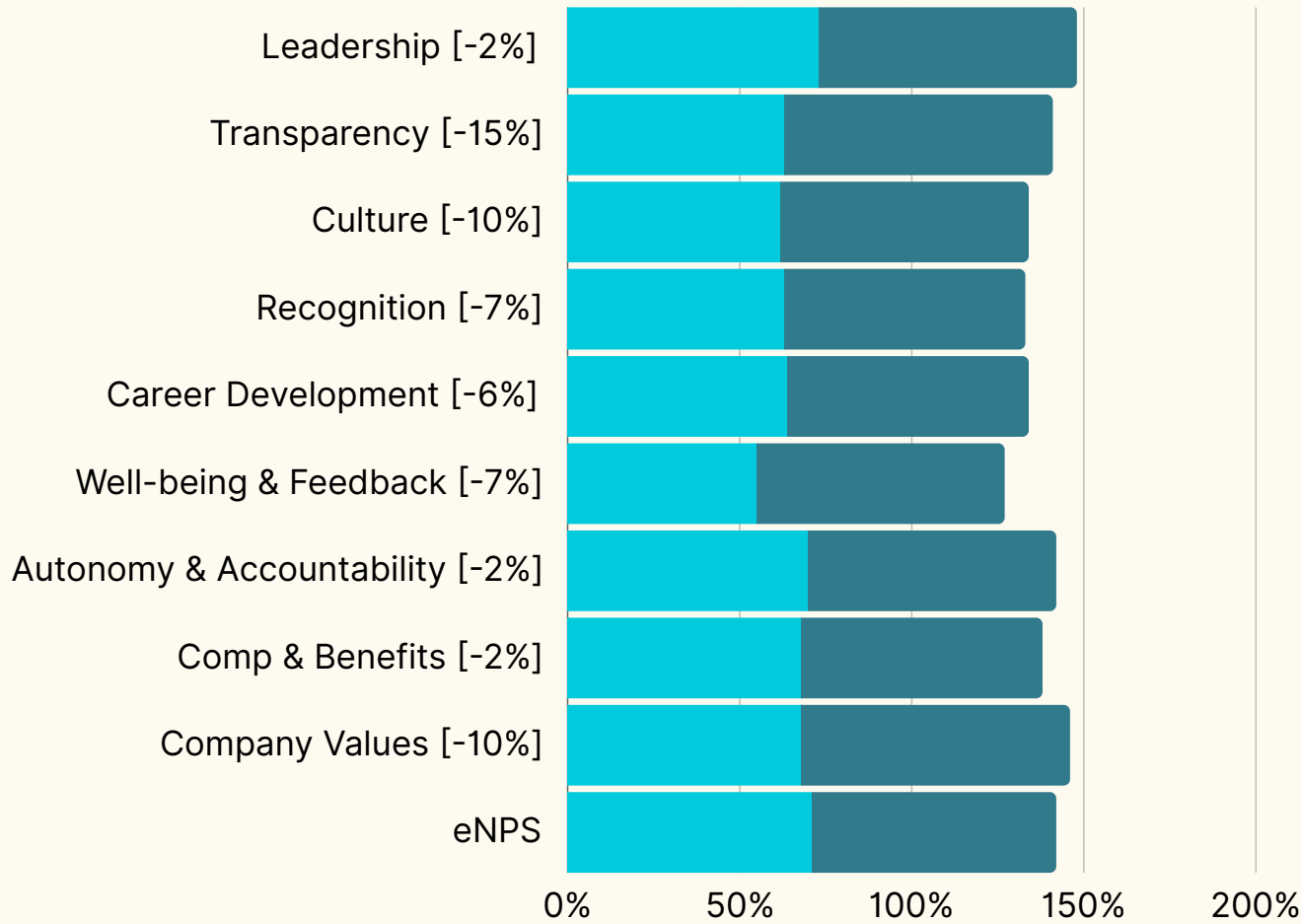
In our approach to survey scores and engagement metrics at Innovation Minds, we prioritize simplicity and transparency. To ensure clarity in comparisons, we utilize a five-point scale where the top two responses signify agreement and strong agreement. The resulting scores straightforwardly represent the average percentage of individuals who have agreed or strongly agreed, fostering an easily understood and replicable method. This transparent approach aims to minimize confusion and provide organizations in the Oil & Gas Industry with clear, actionable insights into their employee engagement landscape.



The data highlights differences in engagement between **oil & gas** and **manufacturing**.

KEY DRIVERS OF ENGAGEMENT

The following data illustrates the thematic attributes representing the delta or gap between the **Oil & Gas** Industry and the **overall benchmark**.



DRIVER ANALYSIS

Driver analysis comprises a set of statistical techniques aimed at assessing the strength of relationships between variables. At Innovation Minds, we conduct a statistical comparison of each individual's responses to engagement questions with their responses to each question, identifying the themes most strongly correlated with overall engagement. It's crucial to note that activities an organization excels in, or struggles may not inherently dictate employee engagement. Our focus extends beyond solely high or low-scoring questions unless they significantly drive engagement. Armed with these insights, organizations can strategically enhance scores that have a substantial impact on overall engagement.

KEY DRIVERS OF ENGAGEMENT

We advocate for our people scientists to cluster the most influential engagement drivers in respective organizations, emphasizing a holistic approach rather than solely concentrating on the top ones. Given the complexity of individuals, any of these factors, irrespective of their ranking, has the potential to significantly impact engagement levels within an organization. Leveraging our comprehensive dataset, we employed statistical techniques to pinpoint three key themes: Transparency, Culture, and Company Values.

Transparency: Open and transparent communication builds trust and enhances employee engagement. Low scores in transparency highlight potential communication gaps or a lack of clarity, signaling a need for increased openness and information-sharing.

Culture: A positive and inclusive organizational culture is fundamental for employee satisfaction and productivity. Low culture scores suggest a need for initiatives that reinforce a positive workplace atmosphere, values, and a sense of belonging.

Company Values: Aligning actions with stated values is crucial for building trust and integrity. Low scores in company values indicate a misalignment between stated values and organizational practices, necessitating a review and reinforcement of organizational values.

Focusing on any of these areas when an organization is scoring low can have a transformative impact on its overall health and success. For instance, a focus on Transparency fosters open communication, rebuilding trust and clarity within the organization. Cultivating a positive Culture enhances employee satisfaction, productivity, and a sense of belonging. Finally, reinforcing Company Values builds trust and integrity. In each case, a targeted focus has the potential to drive positive outcomes, contributing to a more engaged, satisfied, and high-performing workforce.



A B O U T T H E O R G A N I Z A T I O N S

The Oil & Gas Industry benchmark encompasses data from diverse organizations, ranging from conventional professional entities like Healthcare and Hospitality to those demanding specialized knowledge bases, such as Manufacturing and Technology. While these organizations often incorporate technology into their operations, they typically do not allocate substantial resources to Oil & Gas development. The benchmark includes organizations with both national and global footprints.

N U M B E R O F E M P L O Y E E S

Average no.

~250 5,000 *people from* 20+ Organizations

Ranging from

50 to 1,500 *people at each organization*

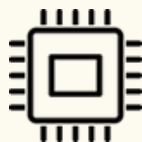
Median response rate

89%

Data is sourced from a subset of Innovation Minds clients who fit the Oil & Gas Industry description. All organizations provided consent for data to be used anonymously and in return have access to Innovation Minds benchmark data.

O U R T O P 1 0 I N D U S T R I E S

Technology



Education



Manufacturing



Finance



Construction



Non Profit



Hospitality



Food & Bev



Oil & Gas



Healthcare



BRINGING IT TOGETHER FOR YOUR ORGANIZATION

We trust that our Oil & Gas Industry Comparative Analysis has provided you with a foundation to assess how the culture within your organization compares to your industry counterparts. The compilation of this analysis has been an enlightening journey, allowing us to draw insights from the wealth of data collected and analyzed.

While numerous lessons emerge from this data, it's crucial to acknowledge the uniqueness of each organization we collaborate with; what holds great importance for employees in one organization might differ in significance for those in another. At Innovation Minds, our mission is to equip organizations with comprehensive information and insights, guiding them to discern their standing, identify potential concerns, and measure the impact of strategic actions.

The presented benchmark report offers a glimpse into top-level data, accessible on the Innovation Minds dashboard, while our clients enjoy access to more nuanced benchmarks and granular data, enabling a detailed contextualization of the dynamics within their organization.

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ENGAGED EMPLOYEES LEAD TO SATISFIED CUSTOMERS. SATISFIED CUSTOMERS LEAD TO LOYAL CUSTOMERS. AND LOYAL CUSTOMERS DRIVE BUSINESS GROWTH.

- TOM NIES, CINCOM SYSTEMS

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