

Industry Value Initiative: Executive Summary

Research findings to address industry
recruiting challenges



IADC[®]

Background

IADC Members identified a need to address collective challenges related to recruiting new employees into the drilling industry.

Negative perceptions and lack of understanding exist about:

- 1) the importance of drilling to energy needs
- 2) the degree to which drilling contributes to everyday life and products
- 3) the technological and process advancements in the drilling industry that significantly lessen environmental impact

Accordingly, IADC initiated a project, its **Industry Value Initiative (IVI)**, to reveal and address misperceptions and lack of understanding that negatively impact recruiting efforts.

Phase 1: Research

IADC
contracted
Brunswick
Group to:

Design & execute a research plan to help gain a baseline understanding of perceptions, motivations, misunderstandings, & opportunities among prospective employees.

Identified key messages and communication channels to aid IADC Member companies in recruiting efforts with various subgroups in critical regions.

Audience & Region Subgroups:

Veterans

Vocational
Students

Employees in
Relevant Industries

Students Seeking
Relevant Degree

18-25 Seeking
Employment

United States

United Kingdom

Europe

Asia Pacific

Research: High-Level Overview

Work-life balance and career growth and development stand out as most important job factors audiences consider when searching for job opportunities; messaging should take holistic look at life in drilling.

Veterans and Vocational Students are easiest audience to move; initial interest, familiarity, and perceptions start higher than other audiences. **Relevant Degree and Younger Unemployed/Non-College** are hardest to move; lower interest, less familiarity, more outwardly negative towards drilling industry.

Environmental, safety, and job security concerns are main inhibitors of interest in drilling industry. Narrative that directly addresses these concerns necessary to build and maintain interest and positive perceptions.

Higher familiarity with drilling industry translates into increased interest and positive perceptions of industry. Important to increase outreach across all audiences.

YouTube and TikTok are important avenues for drilling industry to gain better exposure with audiences, **most effective messengers are those with personal connection to recruit.**

Research: Audience Takeaways

Veterans

- Veterans are most familiar with drilling industry; translates into higher interest in industry than other audiences
- Majority of veterans across all markets are positive towards drilling industry, with APAC and US being most positive
- Prioritize employee benefits and supportive leadership
- Describe industry more positively; profitable, high-paying, impactful
- Messaging that works for them focuses on basic employment needs such as job security, safety, training, and pay

Vocational Students

- After Veterans, Vocational students are next most interested audience in drilling industry; there is substantial room to grow favorable perceptions with nearly half being unfamiliar with industry
- Work-life balance, supportive leadership, and professional development are most important characteristics to emphasize with this audience
- Vocational students describe industry as high paying, global, and risky
- Unprompted, this audience is most likely to consider a career in drilling industry
- Vocational students in EU are the exception; have little interest in a career in drilling and our messaging only slightly improves this interest

Relevant Industry

- Workers in relevant industries are somewhat familiar with drilling industry, but have room to grow
- Career growth and development opportunities, and work-life balance are key job factors to focus on when targeting this audience
- The oil and gas drilling industry is not top of mind for this audience when considering a career
- Profitable, high-paying, global, risky and dirty are noteworthy descriptors for how this audience views the industry
- Messaging focused on job security is key for this audience
- Workers in relevant industries in US & APAC region are most interested

Research: Audience Takeaways (cont.)

Relevant Degree Students

- Students are less familiar and hear more negative news about the drilling industry than other audiences
- Information about work-life balance at a company will be key to communicate to this audience
- Risky and profitable are top of mind descriptors for drilling industry
- Communication about job security and innovative technologies will be key in attracting this audience to industry
- A career in drilling industry is not a top choice for this audience
- APAC region has most positive view of industry while other regions fall behind

18-25 Non-College/ College Unemployed

- Initial familiarity with drilling industry is lower
- Compared to other industries, oil and gas drilling is not top of mind for this audience when thinking of a career
- Work-life balance and skill development are key characteristics when searching for a job
- Profitable and risky are terms most used by this audience to describe drilling industry
- Similar to other audiences, job security is a message that would make this audience more likely to pursue a career in industry

Research: Regional Takeaways

All markets prioritize work-life balance and development opportunities: Most important job factors across different markets are work-life balance and career growth. Regional variations: U.S. – supportive leadership given more importance. APAC – skill development is prioritized.

Messaging moves audiences to place of increased interest in drilling industry career: After being exposed to messaging, all audiences move by double-digits; majority of respondents across all markets expressed increased interest in drilling industry.

Lean into job security and opportunity messaging: Messaging preferences vary greatly by market, but there was agreement that messages around job security and maximizing employees' potential are important for all audiences.

We can use messaging on technology to attract talent: Clear interest in cutting-edge technology, such as drones, 3D modeling, and robotics, indicates workforce across markets is eager to work in innovative, trendsetting industry.

Recruiting Messaging Recommendations

Messaging should start with fundamental needs of employees

Most highly valued factors are job security, safety, career growth, and benefits.

Use cutting-edge technology to “reintroduce” the industry

While use of advanced technology is not audiences’ first association with drilling industry, messaging that speaks to how industry uses 3D modeling, drones, and robotics helps drive interest.

Highlight sustainability and ESG messaging to mitigate negativity

Drilling industry often described as “dirty”; negative news about environmental impact is key driver of negative perceptions and lack of interest in career in drilling. Increase sustainability and ESG messaging to help counter perceptions.

Recruiting Messaging Recommendations (cont.)

Show how drilling industry is for everyone

Due to perceived lack of credentials or lack of interest, many respondents described drilling industry as "not for them." Future messaging should reflect variety of backgrounds and careers to show inclusivity.

Utilize personal connections when recruiting

All audiences indicated trust in friends and family most when learning about drilling industry; recruitment through personal connections (e.g. employee stories) will be especially effective.

Must meet audiences where they are, and often

Higher awareness of industry translates into higher interest and more positive perceptions. Needs to be consistent messaging around industry's benefits leveraged using both traditional and social media.

Opportunities for IADC Member Companies

The objective of this initiative is to provide value to IADC Member companies in your recruiting efforts. We invite you to learn more and maximize value by:

- Exploring the full detailed summary of research findings that accompany this summary.
- Requesting a meeting with Brunswick Group (research company) to review the research and gain a deeper level of understanding about research findings.
- Requesting to receive the recruiting and messaging tools currently being developed as phase 2 of this project.

If you're interested in any of these options or have any questions or feedback, please contact Angie Gunden: angie.gunden@iadc.org.