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Subject: GoM Sector Leadership Focus Groups - Feedback supporting transition

Importance: Normal

GoM LT.

Jan Cherry and I have arranged three focus groups with a random cross section of **staff** members in GoM to get a pulse on Sector Leadership enrollment. We conducted the first session on Thursday **and** the dialogue was valuable. The process is to ask objective questions (i.e. No leading questions), listen and take **notes**. Then use the information to inform our Transition efforts. We are keeping all participation **anonymous**.

*Key Messages from Focus Group 1*

- People prefer to be communicated to by their **team leaders in small groups** with support from electronic media (e.g. email, websites, etc.)
- Communication needs to be less theoretical and more actionable. **Providing good examples or scenarios where things will be different** resonated with the first Focus Group. Have your leadership take their team through a scenario and show the before and after **approach**.
- Communication should focus on the **value of sector leadership and the value of each team / individual's contribution** to the prize.
- People are skeptical of re-organizations and feel they will have to **endure** another re-organization in a few years. There is a reticence to engage in any re-organization. **Team Leaders** need to provide energy and active support for this re-organization to create a **successful transition**.
- Concise "Tag Lines" appear to help engagement. When asked "What does Sector Leadership mean to you in your role?" one of the focus group members responded: "My **manager** got us all together and presented the reorganization plan and told us our role in Sector Leadership is to drill wells safer, faster and cheaper than any other operator in GoM."

*Keith Seilhan*

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