



# WBC Training

Building Business Capabilities

## CASE STUDY 2

### IMPROVING INDUSTRY KNOWLEDGE FOR A LEADING CONSULTANCY

#### CHALLENGE

##### OVERVIEW

The client needed to develop much greater understanding of the fast changing dynamics of the downstream & petrochemicals industry in order to be able to serve their own clients better and understand the challenges they faced. They also wanted greater familiarity with the processes, terminology and general trends that their clients dealt with on a daily basis. The course needed to be relevant for participants at both partner and analyst level.

#### APPROACH

##### 3 KEY STEPS WERE TAKEN

Worked with the client to understand the key issues to address: strategic trends, value creation and destruction, decision-making processes, and digital transformation. Selected a group of 5 subject matter experts with proven training experience from within the WBC network. Drafted and delivered a highly acclaimed 5-day programme – “Best training I ever attended”.

#### BENEFITS

##### THE FOLLOWING WAS ACHIEVED

A newly energised team with greater confidence and motivation to build business in the sector  
Team ready to sell and deliver projects in downstream and petrochemicals  
Knowledge and understanding used to improve pitchbooks and presentations



#### CHALLENGE

##### OVERVIEW

A US energy company operating in the Middle East was embarking on a major field development and needed to work closely with the local community, local and national government as well as ensuring they continued to meet all their obligations regarding the environment, health and safety. They needed to be confident that the project managers and staff could implement best practice in CSR initiatives to ensure the project's long-term success.

#### APPROACH

##### 4 KEY STEPS WERE TAKEN

We worked with the client to understand the specific requirements and challenges of the project and identified the key issues that needed to be addressed. We developed a CSR course specifically for the oil and gas sector and adjusted the content to reflect the client's needs and location, bringing in a course director familiar with local community issues. We ensured the course content and material was consistent with company plans and initiatives already in place, and arranged the local logistics to deliver a highly engaging and interactive course.

#### BENEFITS

##### CAPABILITIES DELIVERED

As a result of the course the company was better able to engage successfully with the local community; attract and retain local staff; generate operational cost savings and maintain a "licence to operate" in a challenging region.



#### CHALLENGE

##### OVERVIEW

The Lagos office of a European engineering firm wanted to improve supervisory skills as part of their local talent development programme and succession planning. They wanted their managers to understand what good leadership is and develop new capabilities around coaching, communications, collaboration and influencing.

#### APPROACH

##### 3 KEY STEPS WERE TAKEN

Worked with the client to develop a programme that was specific to the sector challenges the client faced (especially in the energy sector), and also used WBC's long track record in Nigeria to ensure the course content reflected the local political and cultural context. We also ensured the course was consistent with, and built on, other company talent development initiatives.

#### BENEFITS

##### THE FOLLOWING WAS ACHIEVED

Delivered demonstrable support for localisation and succession planning  
Created a group of motivated leaders with capabilities to drive higher performance



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## CASE STUDY 4

### MANAGEMENT DEVELOPMENT AT AN INDEPENDENT OIL COMPANY

#### CHALLENGE

##### OVERVIEW

The client, an exploration and production company with assets in the Middle East wanted to develop their local talent in the region, creating a cadre of highly capable local supervisors and managers as they embarked on major new projects. They also needed identify and nurture high potential staff and improve collaboration between head office, regional and field staff. They wanted the group to understand what great managers do, and identify where and how they could improve their own management capabilities.

#### APPROACH

##### 4 KEY STEPS WERE TAKEN

Worked with the client to design a customized, very local flagship programme based on classroom delivery. We brought in a subject matter expert who was familiar with both the industry and the region. We ensured the course was consistent with the company's other corporate training and talent development initiatives. We arranged the logistics locally to deliver a highly engaging and interactive course

#### BENEFITS

##### THE FOLLOWING WAS ACHIEVED

Demonstrated to staff and local government their commitment to localisation and succession planning  
Built new capabilities to support the company's growth plans  
Provided the team with the confidence and the practical tools to drive for higher performance