



CREATIVITY

An Imperative for Success

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Poll Question

Who is your employer?



Poll Question


Which causes you more frustration:



Poll Question


Do you think that the E&P industry, with today's challenges, is...



Poll Question


How many years of experience do you have?



A necessity



- Innovation is a necessity for long term development and even survival
- Not an option or a luxury








Creativity vs. Innovation



- Creativity is production of ideas
- Innovation is implementation of these ideas
- Obviously, creativity is a prerequisite for innovation



In other words


Innovation is creativity made practical (or useful)





Creativity


- Anyone can do it
- It can be a learned skill, and can be improved by practicing
- All ideas matter
- Look outside
- Take notes all the time



What stimulates creativity


- Confidence
- Observation
- Humility
- Curiosity
- Energy

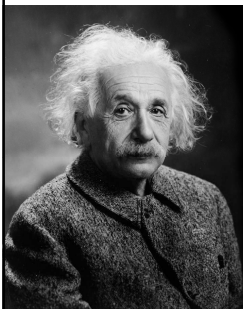


What inhibits creativity



- Comfort disruption
- Risk aversion
- Intellectual laziness
- High sense of conformism





“Creativity is
intelligence
having fun”

– Albert Einstein

Loro

Creativity is a team sport

Staying in silos is deadly for new ideas



How to stimulate creativity



First, do not discourage by (the list could be much longer...):

- Seeing and mentioning first the cons of any new idea
- Making heroes those who rely only on "well proven/old fashioned" methods or technologies
- Overloading people with work: leave them some time to think forward



How to stimulate creativity (2)



- It starts at the top: leaders must create the vision
- Creativity relies on trust:
 - listen
 - reward
 - embrace risk
 - accept failures
 - learn from failures



How to stimulate creativity (3)



Organize brain storming/creativity sessions with a team

Warning: the best way to make a creativity session inefficient is to have the boss speaking first and explaining his views



What is a creativity session?



- Define the problem
- Ask everyone to give an idea to address the problem (at this stage, quantity is more important than quality)
- For each idea, ask everyone to find reasons why he likes the idea (criticism FORBIDDEN)



- Note: during the “no critics” period, a moderator (better if an outsider) will help with a useful accessory: a small bell.
- He will ring the bell every time somebody is criticizing
- It is surprising to see how often it happens



Creativity session (cont'd)



- Ask everyone to propose improvements for each idea (critics still forbidden)
- Then and only then, list the cons and try to find solutions to overcome them



Creativity session (cont'd)



Finally, select the best idea(s) and make plans as precise as possible for implementation




In summary






Use your brain well



Whole-Brain Creativity

Goals Driven:
Analytical Intelligence

Results Driven:
Operational Intelligence

Vision Driven:
Creative Intelligence

People Driven:
Relational Intelligence



Adapted from Ned Herrmann © CreativityWork.com



A personal experience



The development of horizontal wells
concept
drilling issues
taking risk or not?



Final remarks



- Good ideas are not adopted automatically. Courage and patience/perseverance needed to develop them
- A lot of ideas/things declared impossible or unfeasible once came one day to reality



Albert Einstein again



Creativity is contagious, pass it on