



Leading with Discipline in SPE: **Applying Military Intelligence Principles** **to Volunteer Impact**

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Session Agenda



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- **Background & Rationale** — Volunteering and Military Style Decision Making
- **The Challenge** — Bridging Corporate Rigor & Volunteer Culture
- **What is the OODA Loop?** — Rapid Decision-Making Framework
- **Understand the OODA Loop for Rapid Decision Making**— Application of OODA for SPE Volunteers
- **Transition From Activity to Impact** — Mission-Critical Outcomes
- **Maintain Discipline in Non-Contractual Environments** — Accountability Without Hierarchy
- **Leverage Strategic Foresight for SPE Growth** — Using Information for SPE Growth
- **Strengthen Leadership Excellence** — Career Relevance Through SPE Engagement
- **SPE Technical Sections** — SPE Groups Focused on a Specific Industry Topics
- **Q&A and Key Takeaways**

The Challenge

The Energy Leadership Challenge:

- Effective leadership in the energy industry demands the ability to navigate global changes
- Professional rigor is standard in corporate roles — but volunteerism operates differently

The SPE Gap:

- Translating corporate discipline into a volunteer-driven framework requires a specialized approach
- Without structure, volunteer hours become “busy work” with no strategic impact

The Solution

This Webinar’s Answer:

- Applying Military Intelligence frameworks to SPE volunteer leadership
- Strategic Foresight — anticipate industry shifts before they arrive
- OODA Loop — navigate changes and ambiguity with speed and confidence

The Vision:

- Every volunteer hour drives measurable impact for your section and the energy community
- Transform local sections and chapters into successful organizations

The Challenge: Volunteerism vs. Corporate



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Corporate World

Corporate Environment:

- Hierarchical accountability structures enforce discipline
- Contractual obligations drive follow-through
- Clear KPIs and performance metrics guide decisions
- Resource allocation is centrally managed
- Professional consequences motivate consistency

Volunteer World

SPE Volunteer Environment:

- Flat, peer-driven structures with no formal authority
- Participation is optional — commitment varies widely
- Success metrics are unclear or unmeasured
- Resources are limited and contested
- No financial incentives to sustain momentum

The Bridge We Need:

- Military style frameworks that instill discipline without coercion

Objectives



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Objective 1 — Understand the OODA Loop for Rapid Decision-Making: Apply the Observe-Orient-Decide-Act cycle to manage volunteer projects with agility amidst shifting industry trends and changes.

Objective 2 — Transition from Activity to Impact: Master the conversion of routine volunteer tasks into mission-critical outcomes using military style techniques.

Objective 3 — Maintain Operational Discipline in Non-Contractual Environments: Implement strategies to foster accountability and commitment within a volunteer workforce where traditional corporate hierarchies are absent.

Objective 4 — Leverage Strategic Foresight for SPE Growth: Utilize information-gathering techniques to anticipate member needs and position SPE as a forward-thinking leader in the energy industry.

Objective 5 — Strengthen Leadership Excellence: Reinforce the value of SPE engagement in supporting long-term career relevance through structured discipline and information-led decision-making.

The OODA Loop: Rapid Decision-Making



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Developed by U.S. Air Force, the OODA Loop is a decision-making model designed for environments of high volatility, uncertainty, complexity, and ambiguity — exactly the conditions SPE volunteers face.

O

Observe

Gather real-time data: member engagement levels, industry trends, event participation rates, and global energy policy shifts

O

Orient

Analyze information through the lens of SPE's mission. Understand context, biases, and strategic implications

D

Decide

Select the most impactful course of action. Prioritize initiatives that drive measurable outcomes, not just activities

A

Act

Execute with discipline and speed. Then immediately begin Observing again — the loop is continuous

Understand the OODA Loop for Rapid Decision-Making



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Observe & Orient

Observe — Know Your Environment:

- Track member attendance trends across chapter events
- Monitor energy sector policy developments
- Survey member needs and career development gaps

Orient — Make Sense of the Data:

- Benchmark against other high-performing SPE sections
- Identify which initiatives align with important initiatives
- Understand what motivates your volunteers

Decide & Act

Decide — Choose High-Impact Actions:

- Prioritize 2-3 important initiatives per quarter
- Eliminate activities that don't serve measurable goals
- Allocate volunteer hours to maximum-leverage projects

Act — Execute with Military Precision:

- Assign clear roles and ownership for every action item
- Set 30/60/90-day milestones with accountability checkpoints
- Loop back immediately: observe outcomes and adapt

Transition from Activity to Impact



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Before: Busy Work

Typical Volunteer Activity:

- Hosting a networking dinner with no defined agenda
- Organizing a seminar because “we always do it”
- Creating a committee without clear deliverables
- Sending newsletters nobody reads
- Attending meetings without actionable outcomes

The Problem:

- These actions feel productive but produce no measurable impact on member careers, the section, or the energy community

After: Mission-Critical

Mission-Critical Reframe:

- Hosting a targeted workshop that addresses a specific skills gap reported by 60% of members
- Running a seminar that positions SPE on the energy transition debate
- Forming a task force with a 90-day mandate and clear KPIs
- Publishing briefs and papers that members share externally
- Meetings end with three decisions and five assigned action items (just an example)

The Discipline:

- Ask before every activity: “What measurable outcome does this produce?”

Maintain Discipline in Non-Contractual Environments



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Challenge: How do you maintain accountability when nobody must show up? (Volunteers)

Principle 1 — Mission Clarity: Every volunteer must understand the section or chapter's mission and have some ownership. Purpose drives commitment far more reliably than obligation.

Principle 2 — Commander's Intent: Leaders communicate the “why” clearly enough that team members can make decisions independently when the leader is unavailable.

Principle 3 — After-Action Reviews: End every project with a structured debrief: What worked? What didn't? What do we change or do better next time? Build a living knowledge base.

Principle 4 — Recognition Frameworks: Create milestone-based recognition that rewards impact, not just attendance. Celebrate mission contributions publicly.

Principle 5 — Peer Accountability Culture: Establish “battle buddy” pairings within the volunteer team. Mutual responsibility outperforms top-down monitoring in voluntary settings.

The Intelligence Approach

What is Strategic Foresight?

- A military intelligence technique for anticipating future conditions before they materialize
- Moves leadership from reactive to proactive positioning

Intelligence/Information Gathering for SPE:

- Monitor IEA, OPEC, and ECOWAS energy reports for relevant signals
- Track employer hiring trends to anticipate member skills needs
- Observe competitor professional associations for benchmark insights
- Conduct annual member surveys on career priorities and needs

Applied to SPE

Signals to Watch:

- Energy transition acceleration in West Africa
- Carbon pricing legislation affecting local operators
- Digitalization and AI adoption in upstream operations
- Young professional talent flight from the sector

Strategic Positioning for SPE:

- Become the go-to resource for energy transition information
- Design programming 18 months ahead of identified skills gaps
- Position chapter leadership as thought leaders, not just event organizers

Strengthen Leadership Excellence



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The Hidden ROI of SPE Volunteerism: Every hour you invest in SPE leadership development has direct returns on your professional career trajectory.

Strategic Foresight Skills: Volunteer leaders who apply information-led decision-making become more valuable in corporate strategic planning roles.

Operational Discipline: The accountability frameworks you practice in SPE directly translate to team management competence in your professional roles.

Network as Intelligence Asset: Your SPE network is a real-time information resource for career opportunities, industry updates, and professional mentorship.

Thought Leadership Platform: SPE engagement positions you as a visible expert in the energy sector — a career differentiator that cannot be taught in a classroom.

The Military Parallel: The most decorated military leaders did not rise through combat alone — they rose through disciplined service, strategic thinking, and mission commitment. SPE volunteerism is the same.



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Thank You!