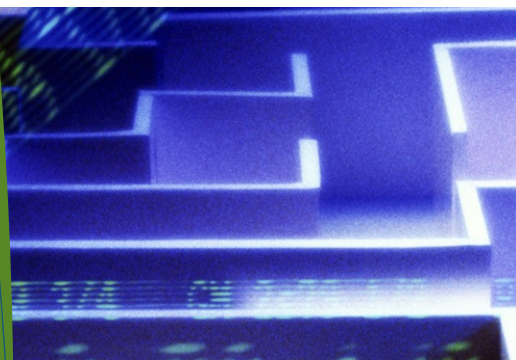


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# Management in the Digital Oilfield ...

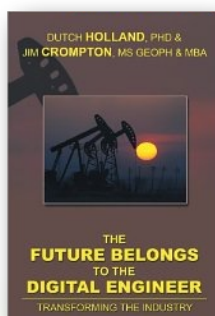
## Current and Future Books & Roadmaps



Easy to follow step-by-step roadmaps to help successfully implement Change projects in your organization

- Easy-to-follow guidelines
- Accurately identify change needs
- Quickly implement right steps

## HOW TO SUCCESSFULLY COMPLETE CHANGE PROJECTS



### THE FUTURE BELONGS TO THE DIGITAL ENGINEER: TRANSFORMING THE INDUSTRY

Available: Hardback, Paperback and Kindle by Dutch Holland, PhD and Jim Crompton, MS GEOPH, MBA

*"The Digital Engineer will be a person with knowledge and skill in the use of engineering and digital technology to enable major process improvements and performance increases in both physical and business operations."*

New engineers today enter the workforce with high digital literacy, in addition to their qualifications in traditional disciplines. The challenge is to turn new professionals into Digital Engineers ... who bring value to the business.

New technical professionals in the fields of engineering and information technology in upstream organizations will be required to play with the cards they are being dealt by the evolving energy industry. These reality cards call for the Digital Engineer to be a professional with knowledge and skill in the use of engineering and digital technology to enable major process improvements that result in performance increases in both physical and business operations. The Digital Engineer with need to be engineering talented, information-technology competent and business savvy.

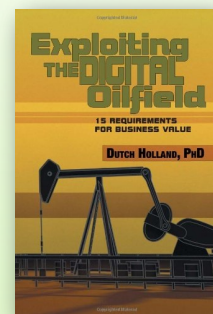
### EXPLOITING THE DIGITAL OILFIELD: 15 REQUIREMENTS FOR BUSINESS VALUE

Available: Paperback, Hardcover and Kindle by Dutch Holland, PhD

This book can help you and your organization implement digital oilfield technology and "take it all the way to the bank" This book will show you how to excel at leading the changes needed to implement the Digital Oilfield which is an absolute requirement for upstream organizational and personal success ... and only way that business people will be able to not only survive but also thrive in the days ahead.

#### The 25 "How To's" for Success of the Digital Oilfield

1. Learn How to Use Business Value Architecture for Digital Oilfield Success
2. Learn How to Use Strategic Business Architecture to Power the Digital Oilfield
3. Learn How to Use Work Process Architecture to Leverage the Digital Oilfield
4. Learn How to Use Technical Process Architecture to Amplify the Digital Oilfield
5. Learn How to Read and take advantage of DOF Vendor Architecture
6. Learn How to put Intelligent Interfaces in place to smooth work and reduce conflict
7. Learn How to design the Digital Oilfield Culture
8. Learn How to Implement Business Value Architecture (i.e., Grease the Skids) for DOF



### THE CHANGE MANAGEMENT TOOLKIT FOR IMPLEMENTATION OF MISSION-CRITICAL CHANGE 3rd Edition

Available: Spiral bound by Dutch Holland, PhD, et al.

The Change Management Toolkit is designed as a practical methodology for companies involved in major change, whether it is a digital oilfield or Integrated Operations initiative, implementation, reengineering, reorganization or any other major organizational change project. The Toolkit is a critical, indispensable desktop reference for anyone working in today's extreme business environment, where on time on budget on target results are the minimum acceptable level of performance.

The 3rd edition is updated with proven methods, actions and tools that are immediately applicable to improve results in ongoing project implementations as well as those in the planning stage. Key among them is the organizational "DNA of Change." Just as DNA is the key to life, change is key to the life of a company. Organizational change DNA has five essential building blocks. The new edition presents the complete, step-by-step methodology for "engineering organizational change" on target, on time and on budget, based on the five essential building blocks that are required for change success.



## THE INTELLIGENT UTILITY: THE 15 KEYS TO BUSINESS VALUE

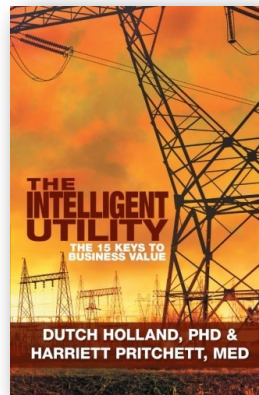
Available: Paperback, Hardcover and Kindle  
by Dutch Holland, PhD and Harriett Pritchett

This book lists fifteen organizational reconfigurations that must be made in order for IU to pay off. Fail to reconfigure the organization, and your IU project will prove to be an expensive and very visible hobby.

The Intelligent Utility can make money for companies and make careers for utility managers and professionals. This book can help you and your organization with the toughest challenge in this era of the Intelligent Utility: implementation.

Yes, digital technology does hold great promise for improving business performance in today's utility operations. No, digital technology is NOT EASY to get ready for use in a utility organization ... and it is not easy to prepare the utility to be ready to use the new technology when it goes live.

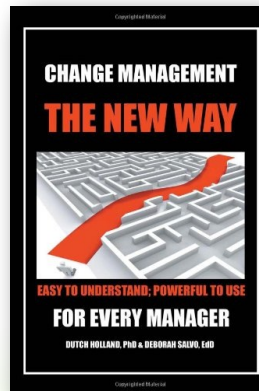
"You don't have to be afraid of change any longer! Dutch's work offers entertaining and simple solutions that will help you move swiftly and efficiently through the growing pains of organizational change" says Ken Blanchard, author of The Secret and The One Minute Manager.



## CHANGE MANAGEMENT: THE NEW WAY: EASY TO UNDERSTAND; POWERFUL TO USE

Available: Paperback, Hardcover and Kindle  
by Dutch Holland, PhD

- ◆ Learn How to Use A New Metaphor: An organization is like a theater company that "changes the play"
  - The theater metaphor works to both explain and guide organizational change.
- ◆ A New Assumption ... organizational change is to help an organization thrive, not just survive
  - Organizations are meant to thrive, not just SURVIVE!
- ◆ Learn to Use the New Imperative ... to Run-the-Business for profit today and Change-the-Business for profit tomorrow
  - Organizational change must happen while the organization is operating at full speed.
- ◆ Learn How to Use the New Goal ... to gain competitive advantage
  - An organization should only change to gain or pursue competitive advantage.



## ACCELERATING CHANGE WITH ORGANIZATIONAL PROJECT MANAGEMENT: THE NEW PARADIGM FOR CHANGE

Available: Paperback, Hardcover and Kindle by Dutch Holland, PhD  
and Walter Viali, PMP

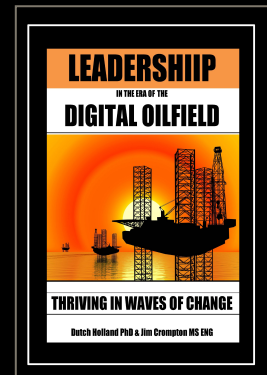
THE NEW PARADIGM FOR CHANGE: ONE ORGANIZATION WITH TWO MANAGEMENT SYSTEMS. Today's business organization must Run-the-Business to hit this year's profit targets and simultaneously Change-the-Business to be able to hit next year's profit targets.

In the new change paradigm, an organization must have both a Run-the-Business Management System and a parallel Change-the-Business Management System. This book focuses on the Change-the-Business System, called "Organizational Project Management" (OPM), that continuously performs:

- ◆ Visioning: Designing better futures for the organization
- ◆ Portfolio Management: Allocating resources to create those futures
- ◆ Program Management: Leading initiatives to build capabilities
- ◆ Project Management: Using best minds to design capabilities.
- ◆ Change Engineering: Integrating capabilities into operations.



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## LEADERSHIP FOR THE DIGITAL OILFIELD: FROM THREE ORGANIZATIONAL LEVELS

This book can help you and your organization implement digital oilfield technology and "take it all the way to the bank." This book will show you how to excel at *leading the changes needed to implement the Digital Oilfield* which is an absolute requirement for upstream organizational and personal success ... and the only way that business people will be able to not only survive but also thrive in the days ahead.

The upstream managers who are successful in the worlds of today and tomorrow will be the ones who can look at waves of change and see opportunity; who can design a vision and strategy for a more positive future for their organizations by using digital technology; and who can implement their designs – on target, on time, and on budget – by capitalizing on the strengths of their organizations and their bright and dedicated associates.

**Dutch Holland** has been intimately involved in the introduction of technology into organizations in order to create business value for more than three decades. Dutch has spent a career in his own firm developing successful approaches for technology insertion in energy companies and utilities (the Digital Oilfield and the Intelligent Utility).

Available: Kindle by Dutch Holland, PhD

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