

# **Attitudes Toward Development; Context and Opportunity**

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# Introduction

- Steve Simons, Founder, Beyond.Action Strategy
- 3 Part Presentation Public Attitudes Toward Development is :
  1. Context
  2. Understanding
  3. Opportunity



# Context 1

## Big Numbers:

- \$5.5 Billion – Enbridge Gateway
- \$5 Billion – TransMountain Pipeline
- \$7 Billion – Keystone XL
- \$35.9 Billion – Horn River Basin Next 20 yrs
- \$400 Million – Amount Reportedly Spent Lobbying Washington Over 3 yrs for KXL
- Billions More – Oil Sands, LNG, Site C, Marcellus...



# Context 1

## Big Issues:

- Shale
- Fracking
- Water Use
- Cumulative Effects
- Tanker Traffic
- Climate Change
- Commodity Price



# Context 2

Recognized and Legitimized:



# Context 2

- Mass Mobilization





# Context 2

- Continental In Scale





# Observations

- Common Industry Approach is to Answer Back With Facts
  - Technical Arguments to Visceral Concerns
- Industry is Competitive with Each Other
  - Lack of Collaboration
- Corporate Social Responsibility Perceived as an Add-On
  - Reported Separately from Annual Business Reports





# Understanding

## Looking To Consumer Research for Clues:

- Public Mindset Change from Pre-2008 Hyper-consumerism to Careful, Value Based Decision Making
- Looking to Create Sense of Stability, Comfort and Security
- Back to Basics Lifestyle
- Tech Savvy Public Will Research In Real Time



# Understanding

## Interpreting Consumer Patterns:

- Focus on Community, Connection, Quality, and Creativity
- Focus on Purpose and Connection
- Focus on Mindful Decisions For Organizations That Meet Their Standards & **Reflect Their Values**



# Understanding

## Money Isn't the Currency it Used to Be:

- Economics Count For Less In Post 2008 Public Values
  - Benefits are Viewed as Exclusive (to oil and gas companies; to a single province)
- Deploying Their Power (dollars; involvement; Votes) in More Calculated Ways to Influence Decisions



# Opportunity

- Recognize What You Are Competing For
- Revisit Corporate Cultures to Ensure Value Alignment with Stakeholders
- Redefine What is Valuable With View From the Stakeholders Lens
- Widespread Collaboration Among Industry
  - Step away from the competitiveness and work together to provide societal value



# Opportunity

- Requires Change in Strategic Thinking at the Highest Level (CEO, Board, Executive); Not a Communications Exercise!
- Change the View to Include Societal Value Proposition; What Difference Are You Making?
  - Fold CSR into Strategic Plan and subsequent Business Plans



# Opportunity

Attributes That Are Found to Be More Important

Now:

- Kindness and Empathy
- Friendly
- High Quality
- Socially Responsible





# Conclusions

- Competing for Public Confidence
  - Collaboration is Key
  - Transparency Builds Trust
- Create Communities of Common Purpose
  - Social Value Proposition
- Renew Corporate/Sector Purpose, Values, Vision:
  - Include Expanded Stakeholder Needs
  - **Not a PR Exercise**; Own It at The Governance Level
- Lead; Don't React

# Final Thought

- People Don't Care What You Know;  
They Want to Know You Care.
- Thank You
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