



# Achieving Effective Leadership in the Industry



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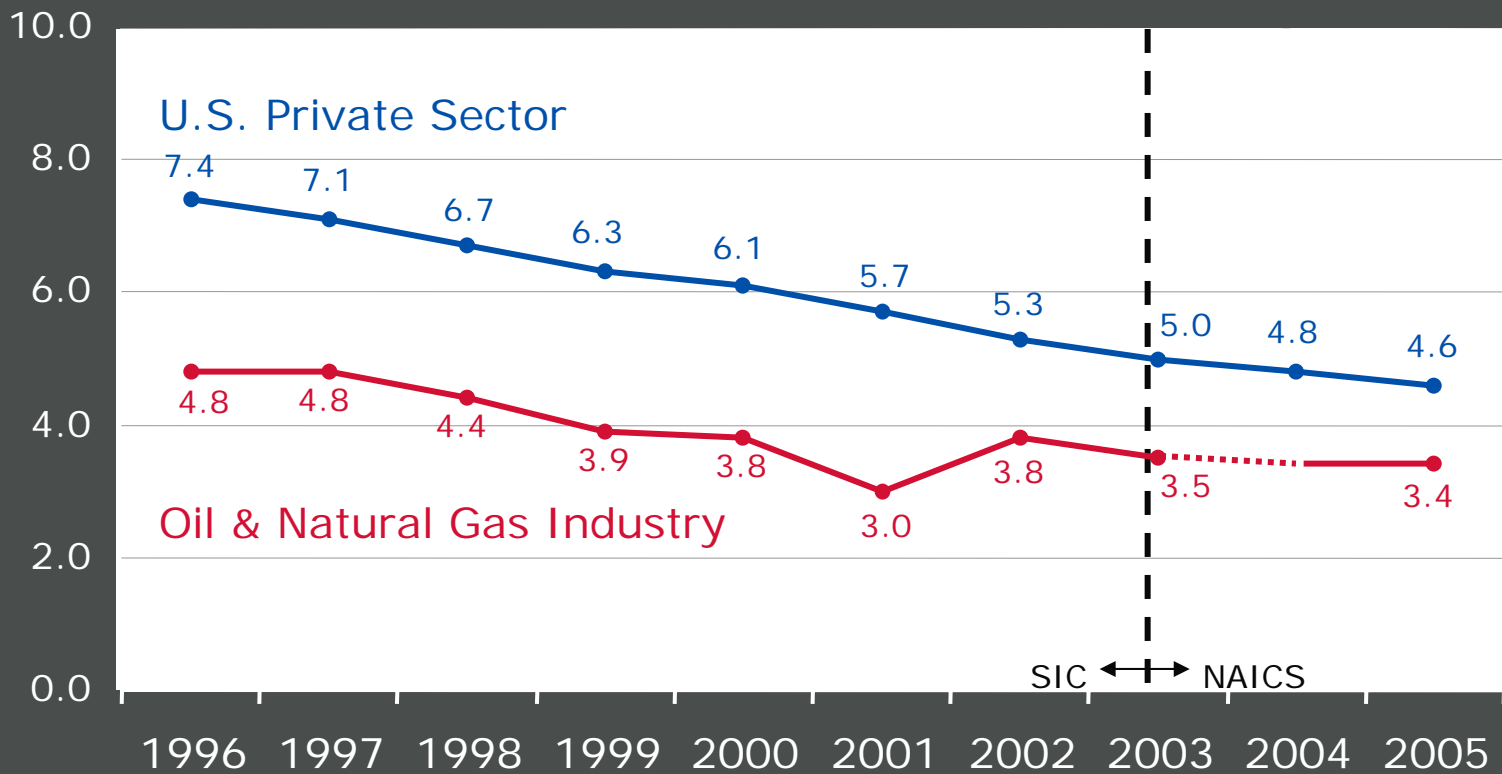


# The Journey in Safety

## COMPARISON

U.S. Oil & Natural Gas Industry and U.S. Private Sector

Incidence per 100 workers



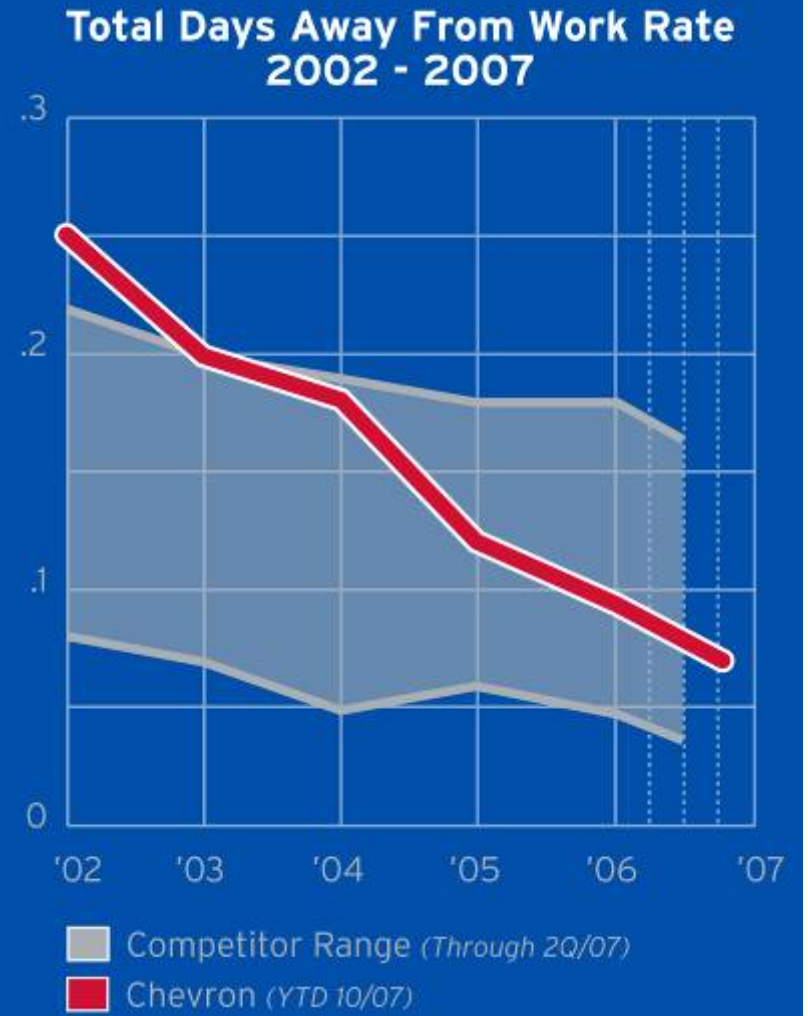
# The Journey in Safety

## Petroleum Industry Injury Rates



- Industry trends are positive
- Since 1975, the energy industry's injury rates have steadily decreased
- Technology, improved processes and a stronger commitment to safety have created a better working environment

# The Journey in Safety





## Staying the Course...

What is needed to continue the improvement trend?

- Establishing Safety as a Core Value
- Believing "Zero is Attainable"
- Sustaining World-Class Performance





## Establishing Safety as a Core Value

- Begins with good leadership
- Lead from a perspective of safety as a value, not a priority
- Safety isn't a metric — it's about people not getting hurt
- Defines who we are and becomes second nature





## Believing “Zero is Attainable”

- All incidents are preventable and zero is attainable. It is not just a



“If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it’s a prevailing attitude.”  
*General Colin Powell*

- Everyone must believe it

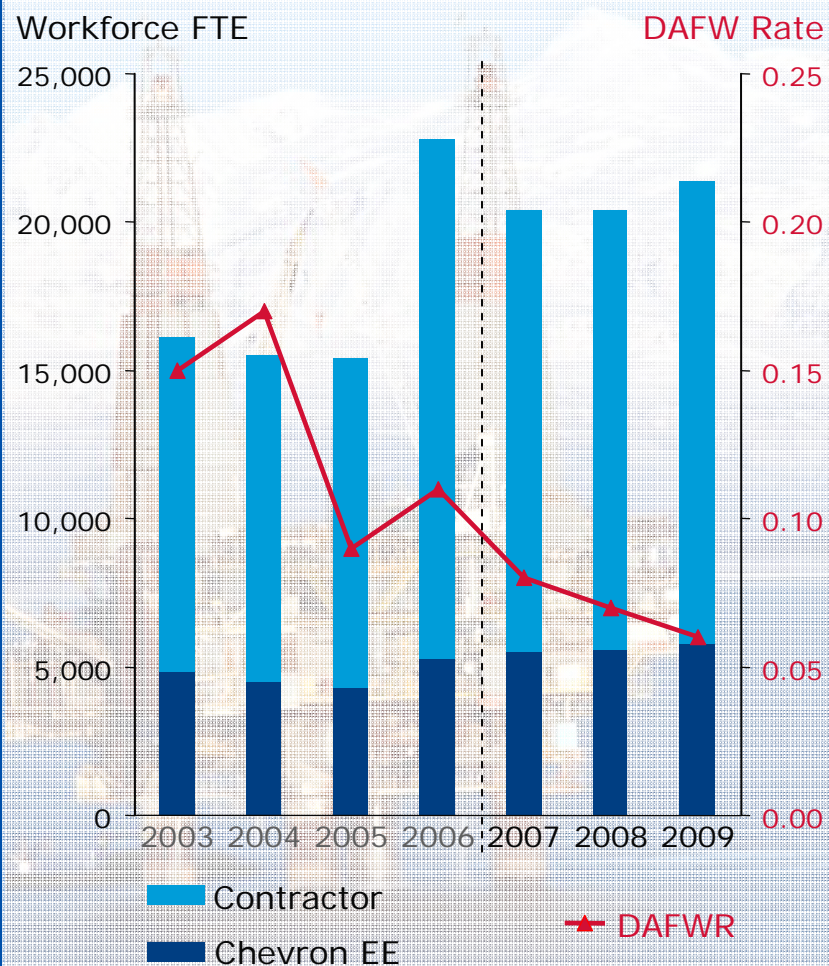




# Sustaining World-Class Performance

- Requires tremendous effort
- Operating in challenging work environment with unprecedented activity
- Must focus on short-service employees
- Need a renewed commitment to zero
- Leaders must take ownership and examine leading behaviors

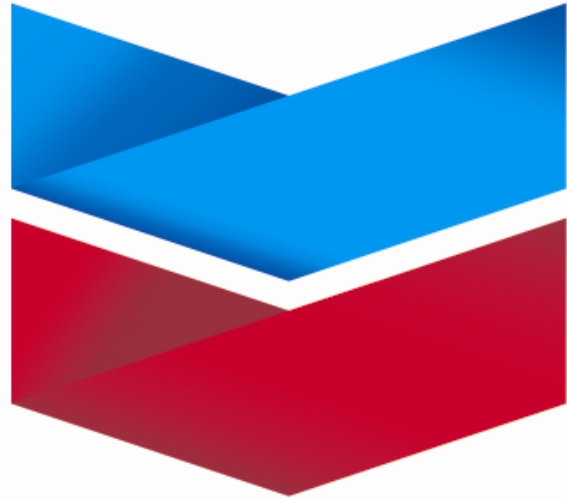
### Chevron North America E&P







# Chevron



# Human energy™

