



Workforce Development Programs

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About Workforce Programs

Energy Workforce & Technology Council is the national trade association for the global energy technology and services sector, representing over 650,000 U.S. jobs in the technology-driven energy value chain. The Council advances member policy priorities and empowers the energy workforce of the future.

The Independent Petroleum Association of America (IPAA) represents thousands of independent oil and natural gas producers and service companies nationwide. Independent producers develop 91% of the nation's wells and account for 83% of U.S. oil and 90% of natural gas and NGL production, supporting over 4.5 million American jobs.

Together, EWTC and IPAA offer targeted, results-driven workforce programs that help energy companies develop leaders, build technical excellence, and stay ahead of industry trends. Through this partnership, IPAA member companies can register for EWTC programs at member rates, gaining access to the same world-class training and leadership development opportunities. Programs are modular, scalable, and built for real-world industry needs, whether onboarding new talent, preparing leaders, or upskilling technical teams.





Developing leaders at every level is critical for performance and retention. Our programs support emerging supervisors, mid-level managers, and senior executives with practical, role-specific training that is tailored to their needs. Whether it's building confidence on the front lines or preparing for boardroom responsibilities, leadership development programs help companies build strong pipelines and prepare talent for greater responsibility.

Backed by partners like Heidrick & Struggles and FranklinCovey, each program equips participants with critical leadership skills and executive coaching to drive high performance across your business.



Leadership Program Levels

Each level aligns with role complexity, not a required sequence.

Level	Audience	Program Focus	Program Name
Level 1	First-time supervisors, frontline managers, team leads, operations coordinators	Frontline Leadership/Core Leadership Skills for New and Upcoming Managers	Frontline Leadership/Core Leadership Skills/ Level Up
Level 2	Mid-level leaders, department heads, functional managers, directors	Leading teams across functions, driving performance, coaching and accountability	Integrated Leadership
Level 3	Senior directors, VPs, enterprise-level leaders	Executive influence, strategic leadership, cross-functional impact	Cultivating High-Performing Teams & Cultures



EWTC's leadership programs are unique because they meet people where they are - from the frontline to the c-suite. I've put people in at every level, and the impact is clear. Our field employees come back with broader perspective and confidence, while our senior leaders walk away challenged and equipped with new tools. It's a rare program that truly develops talent across the spectrum of a company.

Sam Sledge CEO & Director ProPetro Services

Frontline Leadership Program

Level 1

Leadership Essentials for First-Time Managers

Who It's For

Employees in their first management or supervisory role across operations, maintenance, field service, project coordination, warehouse, logistics, or administrative teams.

Overview

Energy Workforce's Level 1 leadership program, Frontline Leadership, is built specifically for team leaders, supervisors, and new managers across field, office, and operations roles. This two-day, interactive program is designed for employees transitioning into supervisory positions and serves as a practical introduction to the core skills required to lead people effectively.

Going beyond theory, the program delivers hands-on tools, real-world applications, and industry-aligned insight. Participants will discover their leadership style, learn how to lead situationally, and explore how their behavior impacts safety, engagement, and team trust.

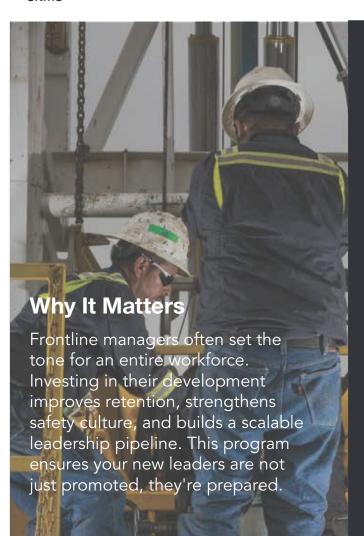
Through interactive sessions, participants will practice giving feedback, managing conflict, asking better questions, and leveraging team strengths. They'll also explore the "shadow of leadership" and gain a clear understanding of how to create a positive, lasting impact on their teams.

Whether managing from a rig site or regional office, the Frontline Leadership program builds confident, intentional leaders who elevate culture, improve communication, and strengthen accountability across the organization.



- Identify the values driving thier purpose and how they influence and guide leaders
- Learning how to identify behaviors and learn when management or leadership is necessary
- Determine their preferred leadership style and how to adapt situationally
- Explore the 12 superpower leadership skills

- Identify how to listen and provide feedback, and their impacts on a team
- Master the essential elements in creating trusting teams, relationships and physically safe environments
- Creating a leadership legacy



2026 Course Dates

In-Person Class April 21-22 | June 2-3 | October 13-14

REGISTER

Location: Midland, Texas

Financial Investment

Early-Bird Discount (Members)
Six weeks before start - \$2,225
Early-Bird Discount (Non-Members)
Six weeks before start - \$3,125

Members - \$3,400 Non-Members - \$5,000

Three or more participant discount avaliable. Only one discounted rate may be applied.

Program Sponsorship

\$5,000 per organization

Note: While this is designated as "Level 1," it is not a prerequisite for Level 2 or 3 programs. Leadership tracks are role-based, not linear, with each program is designed to meet leaders at the right stage of their career.



Level Up 1.5

Level 1.5

A Peer-Powered Experience to Deepen Insight, Practice, and Impact

Who It's For

Alumni of the Frontline Leadership program who are ready to build on their foundation with practical application, deeper peer engagement, and advanced coaching.

Overview

Frontline Leadership: Level Up is a two-day advanced program delivered in two parts across six months, beginning in April and concluding in October. This next-level experience focuses on real-time application, peer learning, and practical problem-solving.

Participants engage in a blended learning model that includes facilitator-led training and peer learning circles: small-group environments where leaders bring real, current workplace challenges to the table.

Together, they'll practice peer coaching, engage in deep dialogue, and generate actionable insights they can immediately apply on the job.

Facilitated by experienced executive coaches, sessions reinforce foundational concepts while layering in new tools and topics tailored to the group's emerging needs. The goal is to turn leadership practices into lasting habits through collaboration, feedback, and real-world application.



- Bring real-time leadership challenges and receive actionable feedback
- Engage in peer learning circles to deepen relationships and sharpen decision-making
- Revisit foundational leadership tools and explore new, relevant content
- Practice coaching and being coached with guidance from professional executive coaches

- Strengthen their ability to lead through ambiguity, conflict, and change
- Apply leadership skills in real-world scenarios and receive live feedback
- Develop greater confidence, clarity, and personal leadership impact



2026 Course Dates

In-Person Class April 23 | October 15

REGISTER

Financial Investment

Early-Bird Discount (Members)
Six weeks before start - \$2,225
Early-Bird Discount (Non-Members)
Six weeks before start - \$3,125

Members - \$3,400 Non-Members - \$5,000

Three or more participant discount avaliable. Only one discounted rate may be applied.

Program Sponsorship

\$5,000 per organization

Note: While this is designated as "Level 1," it is not a prerequisite for Level 2 or 3 programs. Leadership tracks are role-based, not linear, with each program is designed to meet leaders at the right stage of their career.



Core Leadership Skills for New and Upcoming Managers:

Confidence, Communicate Clearly, And Lead with Intention

Level 1

Leadership Essentials for First-Time Managers

Who It's For

Professionals in early-stage management positions, including project managers, shift managers, warehouse managers, service crew, operators and maintenance technicians.

Overview

Equip new and emerging managers with the tools to lead confidently, communicate effectively, and foster trust within their teams. This two-day, interactive program is designed to help early-stage leaders learn their leadership style, navigate challenging situations with agility, and strengthen their ability to delegate and support team development. Through hands-on learning, participants will explore the shadow of leadership and its impact on safety, engagement, and trust, while learning strategies to foster accountability and drive team performance.





- Identify the values that shape their leadership and guide their decisions
- Recognize behaviors and determine when to act as a manager versus a leader
- Their personal leadership style and adapt it to different situations
- 12 key leadership skills essential for success in early management roles
- Ways to listen effectively and provide constructive feedback that supports team growth
- How to build trust, develop strong relationships, and create a safe work environment
- Begin creating a leadership legacy that positively impacts their team



2026 Course Dates

In-Person Class September 9-10 (Houston) October 28-29 (Oklahoma) December 8-9 (Louisiana)

REGISTER

Financial Investment

Early-Bird Discount (Members)
Six weeks before start - \$2,225
Early-Bird Discount (Non-Members)
Six weeks before start - \$3,125

Members - \$3,400 Non-Members - \$5,000

Three or more participant discount avaliable. Only one discounted rate may be applied.

Program Sponsorship

\$5,000 per organization Includes two registrations

Integrated Leadership

Level 2

Leading with Influence, Agility & Accountability

Who It's For

Senior Managers and Directors preparing for broader cross-functional leadership roles.

Overview

Integrated Leadership is Energy Workforce's Level 2 program, designed for leaders gaining exposure to enterprise-wide collaboration and strategic responsibility. This program is an interactive and experiential program designed to provide leaders the skills needed to lead with vision and navigate with influence on their teams and organization.

Delivered in partnership with Heidrick & Struggles, the program blends research backed tools and insights with four personalized coaching sessions from an ICF-certified executive coach. Participants emerge with a deeper understanding of their leadership impact, and the tools to build high performing, engaged teams across the business.



- Six essential leadership styles and when to apply each
- How to lead situationally and influence without authority
- Coaching and feedback techniques that elevate performance
- How to recognize and mitigate the "shadow of leadership"
- Strategies for leveraging team strengths and fostering collaboration
- Keys to building trust, culture, and psychological safety
- How to design a talent portfolio to support growth and engagement



2026 Course Dates

In-Person Classes

March 18 | May 13 |

September 16 | November 18

REGISTER

Virtual Classes

March 19 | May 14 | September 17 |November 19

REGISTER

Financial Investment

Early-Bird Discount (Members) Ends December 31, 2025 - \$4,225 Early-Bird Discount (Non-Members) Ends December 31, 2025 - \$5,225

Members - \$4,500 Non-Members - \$5,500

Three or more participant discount avaliable. Only one discounted rate may be applied.

Cultivating High-Performing Teams & Cultures

Level 3

Preparing Senior Leaders for Enterprise-Level Impact

Who It's For

Senior Directors, Vice Presidents, and high-potential leaders preparing for enterprise or corporate-level leadership roles.

Overview

This advanced executive leadership program is designed to equip senior leaders with the strategic mindset and executive presence needed to operate at the top levels of an organization. Focused on real-world enterprise leadership challenges, the quarterly, in-person sessions blend interactive learning with executive coaching to deepen impact.

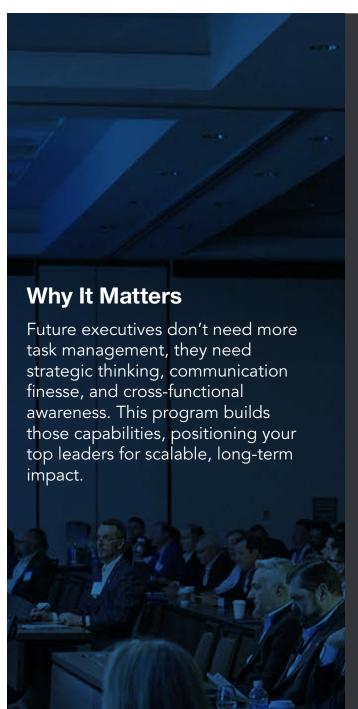
Participants explore the 7 core functions of executive leadership, learn how to effectively communicate with the C-suite and board, lead through a coaching mindset, and differentiate between working in the business and working on it. This isn't about running departments, it's about driving the business forward.

Each participant receives four one-on-one coaching sessions with a certified ICF executive coach, reinforcing development between sessions.





- The difference between business-unit and enterprise-level leadership—and how to succeed at both
- Executive communication strategies for boards and senior leadership
- How to lead through a coaching and mentoring lens
- The art of managing up and influencing across the organization
- How to identify cross-functional priorities and connect strategy to execution
- Action planning for intentional, authentic leadership at the enterprise level



2026 Course Dates

In-Person Class

March 17 | May 12 | September 15 | November 17

REGISTER

Financial Investment

Early-Bird Discount (Members) Ends December 31, 2025 - \$5,225 Early-Bird Discount (Non-Members) Ends December 31, 2025 - \$6,225

Members - \$5,500 Non-Members - \$6,500

Three or more participant discount avaliable. Only one discounted rate may be applied.

Program Sponsorship

\$10,000 per organization Includes 2 registrations

The 7 Habits of Highly Effective People

Equip your team with foundational soft skills

Who It's For

Leaders and individuals at all levels of an organization seeking to improve their effectiveness and impact

Overview

In an era of accelerating technology and advanced AI, human skills—how we work alone and together—are more important than ever. Having a comprehensive framework to help everyone gain and improve these essential abilities is critical to achieving organizational success.

Participants will be provided with a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.







- Focus on things thier team can control instead of what they can't.
- Define clear measures for success and create a plan to achieve them.
- Spend time on the most important goals.
- Approach each situation looking for ways everyone can win.
- Listen, understand, and honor others' perspectives, and have the courage to express thoughts and feelings respectfully.
- Leverage diverse perspectives to solve problems, innovate, and achieve more.
- Increase motivation, energy, and vitality by making time for renewal activities.



2026 Course Dates

In-Person Class October 20-21

REGISTER

Financial Investment

Members - \$900 Non-Members - \$1,000

Change Solutions

Equip your team with foundational soft skills

Who It's For

Leaders and individuals at all levels of an organization seeking to improve their effectiveness and impact

Overview

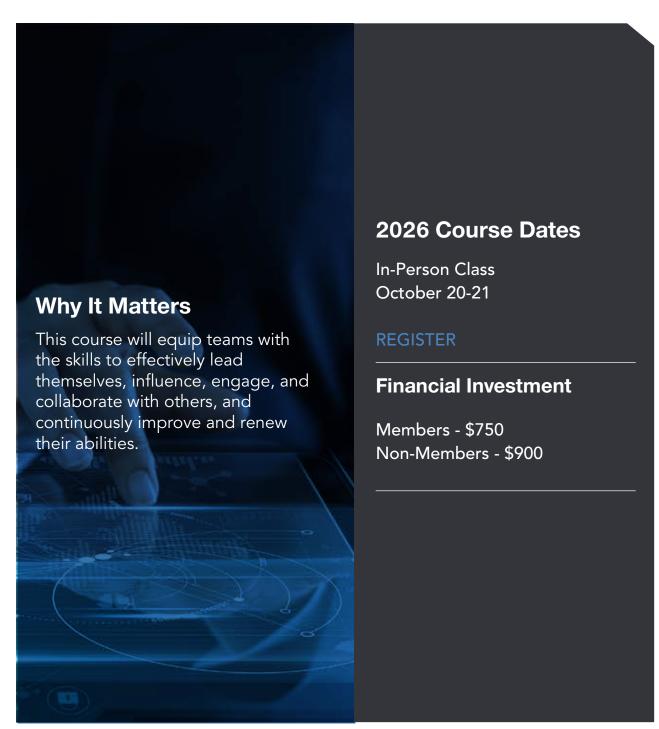
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- Increase motivation, energy, and vitality by making time for renewal activities.



Industry Overviews

Ideal for new hires and cross-functional teams, Industry Overviews provide a clear understanding of how the energy sector works, from operations and market forces to regulatory and supply chain dynamics. These sessions help employees connect their day-to-day work with broader industry trends and company goals.

EWTC also partners with the U.S. Departments of State, Energy, and Commerce to host a week-long training for foreign and civil service officers, equipping them with the knowledge needed to support informed energy policy decisions at U.S. embassies worldwide.

Industry overviews are taught by the industry, for the industry: delivered by the very people who provide the services, engineer the solutions, and manufacture the equipment that powers the sector. These are not academic lectures; they're grounded, practical sessions led by experienced professionals who live and work in the field every day.





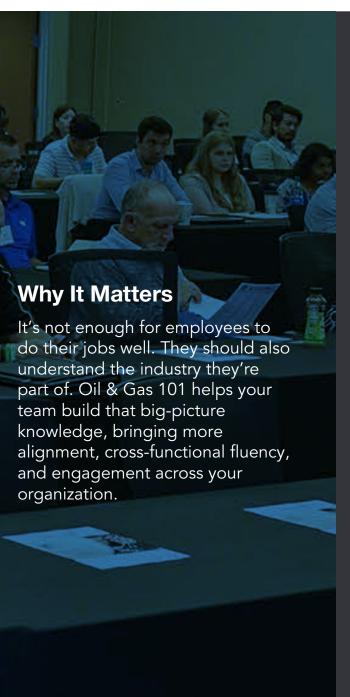
EWTC's industry overviews strengthen our people and our industry. For employees, it's a fast track to understanding the oilfield from the ground up, taught by those with real-world experience. For government and international partners, it's an eye-opening look at how energy services work in practice. Together, these programs make companies like NOV more connected, not just in the field, but with decision-makers around the world.

Scott Livingston
President
Energy Products and Services Equipment
NOV



- Industry Overview
- Energy Market Outlook
- History of the Industry
- Geology and Seismic
- Rig Systems and Drilling the Well
- Completions and Flow Equipment
- AI, Data Centers and Power Demand

- Energy Sources That Power the Oilfield
- Subsea Infrastructure
- Midstream
- Refining:
- Supply Chain
- Energy Expansion What You Do Matters



2026 Course Dates

In-Person Class October 7-8

Financial Investment

Early-Bird Members
Six weeks before start - \$600
Early-Bird Non-Members
Six weeks before start - \$850

Members - \$675 Non-Members - \$925

Three or more participant discount avaliable. Only one discounted rate may be applied.

Program Sponsorship

Title: \$10,000, includes six registrations Event App: \$5,000, includes three registrations

Networking: \$2,500,

includes two registrations

Technical Training

EWTC offers hands-on technical training aligned with field-level needs, helping employees operate safely, efficiently, and with greater accountability. Developed in partnership with industry subject-matter experts, these programs focus on the operational skills that directly impact service quality and risk reduction.

Whether it's managing wellsite operations or preparing frontline leaders to respond in high-pressure scenarios, these courses equip your teams with practical knowledge, real-world tools, and a focus on execution excellence.

"We believe the SecureWell program fills a void in the well control training sector. This course equips crew members with the skills to address the unique issues around well control and containment for cased hole well servicing. We are confident the personnel holding SecureWell certifications are developing the proper techniques to perform their specialized work safely and efficiently."

Justin Bliffen

Board Member Axis Energy Services

"SecureWell sets the new standard for well control and containment training for cased hole operations in well servicing. Companies now have a training program specific to the challenges that their employees may face and at a lower cost and investment of time. SecureWell also brings the added benefit of a program that covers the latest technology and skills from materials regularly updated by the industry leaders in well servicing."

Marshall Dodson,

President & CEO Key Energy Services



SecureWell sets the standard for well control training in our industry. It's practical, rigorous, and designed around the realities our people face in the field. When our crews go through the program, I know they're better prepared to keep operations safe and efficient.

Daniel Hindes
Chief Operating Officer
ClearWell Dynamics

SecureWell: Well Control & Containment Certification Program

The SecureWell: Well Control & Containment Certification Program is a first-of-its kind course that contains purpose-driven, comprehensive and practical training for cased hole well operations. Created by well control and well servicing experts, the course offers certification through classroom training, field assessment and skills verification.

Safe operations are profitable operations, and this course offers both operators and service contractors a way to ensure competency and impart domestic on-shore industry level knowledge to their employees.

Learning Outcomes

Students will graduate this class with an understanding of basic well control methods, equipment and pressures associated with containment. They will be required to pass a knowledge test, followed by an assessment at a rig site by a certified field assessor.

Process

- Two-day classroom learning experience with an on-site field assessment taken within 90 days of class
- Field assessment includes:
 - Five operating environments that students are likely to encounter
- Students will be questioned and asked to demonstrate their understanding of the operation

Energy Workforce partners Vorenkamp Well Control Training, Wild Well Control, RelyOn, and American Well Control Academy hold upcoming courses in Odessa, TX; Williston, ND; Tyler, TX, San Antonio, TX; Canonsburg, PA; and Casper, WY amongst others. Looking for a location that's not listed? Contact EWTC to schedule a program today.



Who Should Attend

Rig Managers, Company Representatives, Wellsite Consultants and Designated Persons in Charge (PICs)

Course Focus Areas

The SecureWell PIC course covers the entire SecureWell curriculum, plus:

- Advanced well control strategies for cased-hole operations
- Barrier failure response and verification planning
- Surface and subsurface equipment review and critical containment principles
- SWOP management and organizational process safety
- Human factors, team leadership, and scenario judgment
- Real-world case studies and decision-making reviews
- Crew command and operational communication drills



Why It Matters

SecureWell Wellsite / P.I.C. course prepares your leadership to make operational decisions under pressure. The program builds command presence, enhances technical understanding, and reinforces safety oversight through interactive tabletops and regulatory context.

Process

Format : In-person classroom + scenario-based simulation

• Duration : 3 days

Assessment : Leadership and decision-making evaluations

Recertification : Required every 2 years

Certification Outcome

Participants who successfully complete the course will earn the SecureWell Wellsite / P.I.C. credential, a performance-based certification recognized across the oilfield service sector for supervisory well control competency.

Built to Operator Standards

SecureWell Wellsite / P.I.C. course was created in collaboration with industry leaders who know that supervisory roles require more than procedural knowledge, they demand decisive leadership, deep technical understanding, and the ability to manage complex wellsites.







Strong technical skills need to be matched with business capability. These programs focus on essential competencies like financial literacy, strategic thinking, and effective communication. Whether you're preparing high-potential employees for broader roles or upskilling team leads, these offerings support more confident, capable contributors across the business.

EWTC's business and professional skills courses provide real value for our industry. Programs like Finance for Non-Finance and Sales and Business Development programming give members of our team practical tools they can use right away. For Solaris, it means stengthening our teams and helping employees step into bigger roles faster.

Kyle Ramachandran President & CFO Solaris Energy Infrastructure

Sales and Business Development

Developing Trusted, High-Impact Sales Leaders

Who It's For

Client-facing professionals in sales, business development, account management, or commercial strategy roles.

Overview

The Sales and Business Development is a sales leadership program, designed to equip professionals with the tools to build lasting, consultative client relationships that drive measurable results.

This FranklinCovey-led course teaches a proven, trust-based framework that helps sales professionals shift from transactional to transformational selling. Participants learn how to uncover client needs, position value propositions, navigate complex decisions, and negotiate for win-win outcomes.

Each participant will receive a FranklinCovey All Access Pass, with a 360 assessment and additional on-demand content.



- How to position relevant, memorable value propositions
- Techniques to drive decision-making at every customer interaction
- How to build a business case for change collaboratively with clients
- Methods to understand and align with the customer's buying criteria
- Skills to overcome objections with confidence and empathy
- Strategies for high-EQ communication, even in tough conversations
- How to create client advocates and long-term loyalty
- Time management tools to improve focus, follow-up, and productivity



2026 Course Dates

In-Person Class April 14-16

REGISTER

Program Duration

3 days

Financial Investment

Early-Bird Members
Six weeks before start - \$2,100
Early-Bird Non-Members
Six weeks before start - \$3,000

Members - \$2,500 Non-Members - \$3,400

Finance for Non-Finance Professionals:

What the CEO Wants You to Know

Build Financial Fluency Across Your Organization

Who It's For:

Professionals at any level or function who need to better understand how the business makes money and how their role contributes to the bottom line.

Overview

This one-day interactive seminar helps employees at all levels connect their day-to-day work to the organization's financial health. As teams become more specialized, it's critical they also understand the bigger picture—how cash flows, what drives profitability, and how strategic decisions are made.

This FranklinCovey led course gives participants C-suite-level insights into financial fundamentals like margin, velocity, and capital efficiency. Each participant receives a FranklinCovey All Access Pass and 360 assessment, enabling ongoing development and application beyond the classroom.





- How to read and interpret key financial indicators like cash flow, margin, and profitability
- What drives business performance—and how individual roles impact it
- How to navigate and explain an annual report
- The fundamentals of business velocity and capital efficiency
- How to connect financial data to strategic thinking and decision-making



2026 Course Dates

In-Person Class Feburary 19

REGISTER

Virtual Class

June 23

REGISTER

Program Duration

1 day

Financial Investment

Early-Bird Members
Six weeks before start - \$1,375
Early-Bird Non-Members
Six weeks before start - \$1,775

Members - \$1,500 Non-Members - \$1,900

Get Started

Workforce development isn't a checkbox, it's a competitive edge.

Programs are offered year-round and are designed to build stronger leaders, safer operations, and a more resilient workforce. Most offerings are open to all member companies, and select events are available to non-members.

To explore upcoming sessions or discuss how to engage your team, visit

www.energyworkforce.org/events/ or contact **Peggy Helfert** VP Programs & Events, for tailored support.



