



Date: November 1, 2023

Subject: Dearth of Talent in the Industry

The oil & gas industry is [on the rise](#). Production and demand continue an upwards trajectory, yet we're facing one of the worst plights of our time: a hiring crisis. Between the pandemic, the prevalence of the digital workplace, and the variety of jobs that need to be filled, it can't be denied. Considering the industry's reputation in media, politics, and even popular culture, we're facing obstacles particularly when it comes to attracting and keeping young talent.

Let's look at the compounding problems that produced these circumstances:

- **A Stigmatized Industry:** In nascent areas like technology, innovation, and software, oil and gas is short-shifted. Often, these areas attract those fresh out of college looking to jump start their careers. According to the [TIPRO 2023](#) State of Energy Report, this demographic (25-34 years old) only occupies 21% of the industry's work force. [Professor Michael Stephenson](#) sheds some light on why this may be: "The public image of the oil and gas industry is a turn off to the younger, 'more principled' and environmentally-conscious generation of graduates." The rampant spread of misinformation regarding climate change and our industry's impact on it needs to be corrected if we have any hope of attracting a younger workforce.
- **The Great Crew Change:** For over a decade, we were warned about the impact of the shift of a mass retirement and the calamitous results. [Mark Guest](#), a recruitment specialist, addresses the missing middle: "If you look at the demographic curves, you can correlate oil price and the level of investment in the industry at those times. The missing demographic results from years of lean spending." This minimal spending has taken its toll and leaves us with a gap to be restored.

If the industry continues to rise, while the talent that keeps it functioning is declining, eventually those variables will work at cross purposes. Should this happen, there will not be enough individuals available to work most jobs, to say nothing of the positions that require experienced, skilled workers.

To keep this industry at its zenith, a lot of pivotal changes need to be made:

- We need to focus just as much attention on retention as we do on hiring incentives. It's no longer enough just to hire good people, you need to keep them.
- We need to implement educational initiatives and even branding corrections to challenge the notion of oil and gas as the enemy of environmental efforts. When most young adults have decided what career to pursue, their preconceived notions about oil & gas are already set.
- We need to dedicate recruitment efforts to tech development and modernization to boost efficiency. This will ensure we're equipped to deal with whatever disruptions the Great Crew Change has in store.

If you'd like to discuss any of this in person, Incyte will be at The Petroleum Alliance's [Fall Conference](#) on November 15-16th, during which Trey will be featured on a Q&A panel.

Thank you for your continued support,

Incyte Energy Solutions