



CREEDENCE
ENERGY SERVICES

Williston Basin Petroleum Conference
Growing Creedence Energy Services
Bismarck, ND
Tuesday, May 22, 2018

Agenda

- Overview of Creedence
- Williston Basin's Workforce Climate
- Successful Strategies for Building a Team

Who?

production chemical
company

What?

prevent & remediate
chemical related challenges

Think **doctors** & **pharmacists** of the oilfield

Remediation

Common Scales

- Calcium Carbonate
- Iron Carbonate
- Iron Sulfide
- Halite (salt)
- Calcium Sulfate



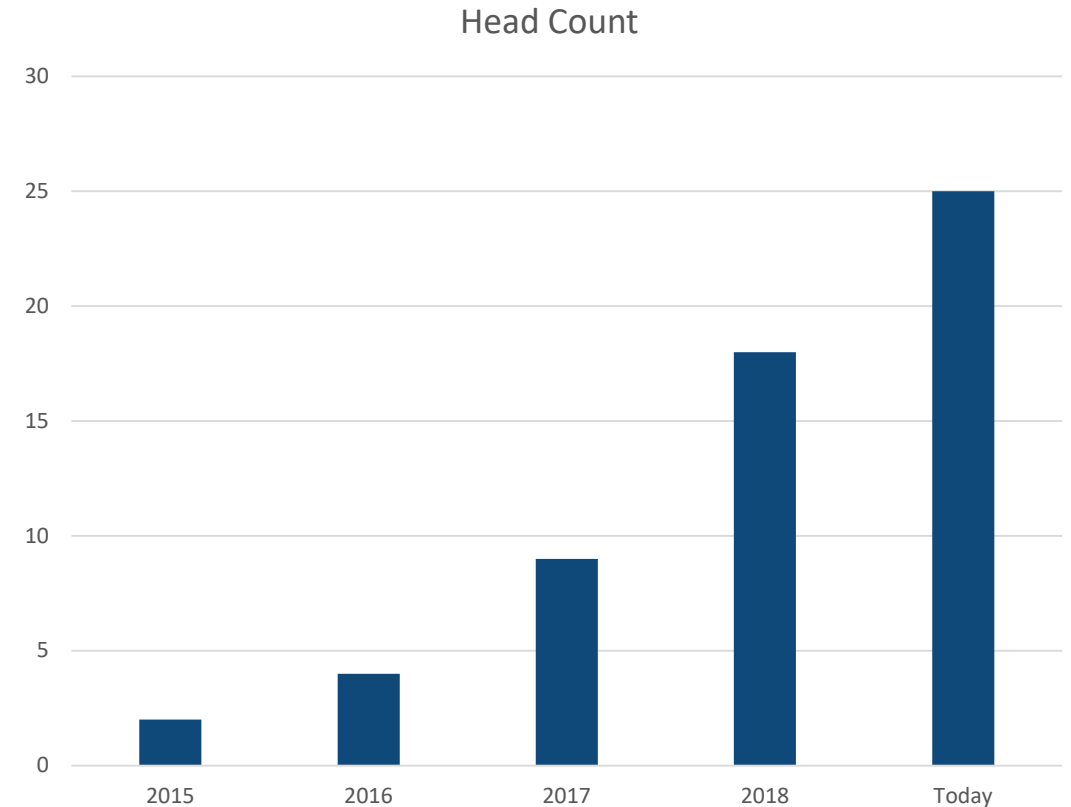
Chemical Challenges

- Scale & Salt
- Corrosion
- H₂S
- Paraffin
- Emulsions
- Bacteria



Trajectory

- **2015:** 2 people; no facility
- **2016:** 4 people; renting 1 bay facility
- **2017:** 9 people; renting 3 bay facility
- **2018:** 18 people; renting 3 bay facility
- **Today:** 25 people; just opened new 12,800 sq.ft. facility w/ lab, warehouse & terminal



Most Important Asset

our team

How to build a team in today's
workforce?

Workforce Climate

“N.D. natural gas production sets record...” Bismarck Tribune

“Job crunch getting worse in Oil Patch” – Williston Herald

“The Bakken is Booming Once Again” – OILPRICE.COM

“Williston housing shortage could have regional repercussions” – Bismarck Tribune

“North Dakota oil tax revenues surge ahead of forecasts” – Forum New Service

2 Keys for Success

1. Culture: why would someone want to work for you?
2. Hiring: how and who are inviting to the party?

Culture: reputation

- How is your company perceived?
- 69% won't take a job with bad reputation, even if unemployed
- Driving factors
 - Values
 - Safety
 - Compensation (**gen x**)
 - Recognition & Appreciation (**millennials**)
 - Vision & Growth Opportunity (**millennials**)

Culture: referrals

- Referrals are 5x more effective than all other sources of hiring
- 46% referred employees stay for 3 years compared to 14% by job boards
- Referrals are hired 55% faster than those through career site
- Creedence hires: 93% by referral

Reputation → Referrals → successful team

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5/30/2018

Hiring: the big questions

1. How are you advertising?
2. Where are you recruiting?
3. First POC? Apply online? Call? Stop in?
4. What are your local resources for hiring?
5. Who is making the hiring decisions?
6. What is the hiring process?

Hiring: step 1

Getting the word out...

- Millennials are largest participants in job force (35%)
- 79% job seekers use social media (86% millennials)
- 2 in 3 employers don't, or don't know how, to use social media for promoting job opening
- Facebook is Creedence's #1 mode of attracting candidates

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Hiring: the process

From POC to Interview to Hire...

SPEED WINS

Local resources make the difference

Hiring: the interview

Creedence Best Practice...get it right the first time

- Application & Resume
- Personality Test (DISC profile, Myers Briggs) **new**
- Initial Interview – Hiring Manager
- Team Interview – Interview with cross sectional group **critical**
- Final Interview with Hiring Manager & Executive Team

Parting Advice

“You can have a crystal clear pool, and a great pool party, but you let one turd into the that pool, and everyone leaves”

-Erik Hatch



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Questions