

# IF I WERE A CEO

We asked YPs what would they consider if they were a CEO today

by Nicole Bogott, Branko Woischwill, Ali Rahneshein, Oliver Franz Kleinferchner, Ahmed Mahmoud Ibrahim and Sila Bozok



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“A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves”.

Lao Tzu

In times of growing modernisation and digitalisation in the workplace, is the hierarchical leadership-blueprint still the best model to achieve the highest level of productivity? Perhaps it is time to consider a modern perspective on productive results. A scrum master is

not a leader in the traditional sense. He or she supports the team so that team members themselves find the best way. Scrum masters keep a close eye on the overall process and support and influence communication. Coaching and educating are further tasks the scrum master is entrusted with to support the entire team.

Productivity does not always require a leader. One could consider a paradigm shift toward advanced styles designed to replace outdated hierarchies. The concept of top-down leadership is losing ground in the modern workplace. ●

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The increase in energy consumption, especially fossil-based energies, worldwide has created challenges for the environment. If I were a CEO, I would shift the focus towards Green Tech, which should lead the companies toward more environmental and green technologies.

As a CEO, the main strategy for energy conservation would focus mainly on providing technologies in order to reduce industrial energy consumption, including that of the oil and gas industry.

Since more than 51% of global energy is consumed by industries, this means that an innovation such as the one that Tesla used for its electric cars, would create a revolution in the industries.

As a CEO, I would encourage the adoption of a combination of technologies that are cost-effective and then encourage their application, such as the brushless, wound-rotor, doubly-fed electric machine and energy-saving module which can reduce the amount of greenhouse gases that would otherwise be introduced to the atmosphere, if electricity is generated using fossil fuels.

It seems that a positive trend towards green technology is inevitable and the greatest challenge of this trend is the implementation of green projects in industrial energy consumption, to mitigate the effects of fossil fuel use on the environment. ●

Oliver Franz  
Kleinfelchner,  
Petroleum  
Engineering Student,  
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If I were the CEO of a major oil company in these challenging times, I would find my way to the universities and listen to what the students are saying. Listening to their thoughts and fears is of the utmost importance, because they are the future of the industry. An investment in their education and training is an investment in the future of the oil and gas industry. Therefore I would work to cooperate with universities to recruit ambitious students, who have both the

knowledge and the motivation to change the old way of thinking, for research and development projects. I would build a research centre where young professionals could take part in all manner of experiments and research. Furthermore, I would refresh my whole personnel and recruit focused and innovative graduates from universities all over the world in order to establish a company that is ready for the future and is prepared to handle any crisis. ●

Ahmed Mahmoud  
Ibrahim, SAP  
Business  
Consultant,  
Egypt



Ask the employees to recreate the image of the company in their minds. Doing so can reveal who has more creativity and potential that can benefit the organisation. Consequently, some important decisions could be made that involve training, development and/or change in the company's structure.

most valuable asset. As a result, operational performance can be thoroughly monitored, problems tracked to the root cause and effective solutions proposed.

In the same context, I would speak regularly to my employees. This is crucially important to help them comprehend that they are the

At the same time, we need to show the world who we are. Taking part in major events supporting global causes would be the best way to do it. This is drastically important because it will attract young talents, in addition to experts, to join the company, making its future more sustainable. ●

Sila Bozok,  
Business Analyst,  
Royal Dutch Shell,  
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Here are my recommendations to oil and gas CEOs on how to survive low prices:

1. Positive net cashflows (short-term): Companies currently suffer from high invested capital levels strangling free cash flows in their profit and loss tables. Shorten daily sales out-standings, cut spending and sell inefficient fixed assets to focus on the most value-added operations.
2. Capital expenditure (Capex) (mid-term): Concentrate on projects with small capex and high profits, refrain from buying lands, storages and

supply vehicles (ships and tankers) in downstream. In upstream, suspend high-capex projects with a low probability of exploration and keep the existing rigs.

3. Portfolio diversification (long-term): Make operations leaner to reduce operational expenditure, balance the upstream business portfolio with downstream, because oversupplied refineries will increase their earnings thanks to outstripping demand. Don't rely on only exploration projects. Increase the share of B2B and B2C sales to compensate for the unfavourable high-capex upstream projects. ●