



RESULTS STORY

Bakken Does The Talkin'



Real Results!

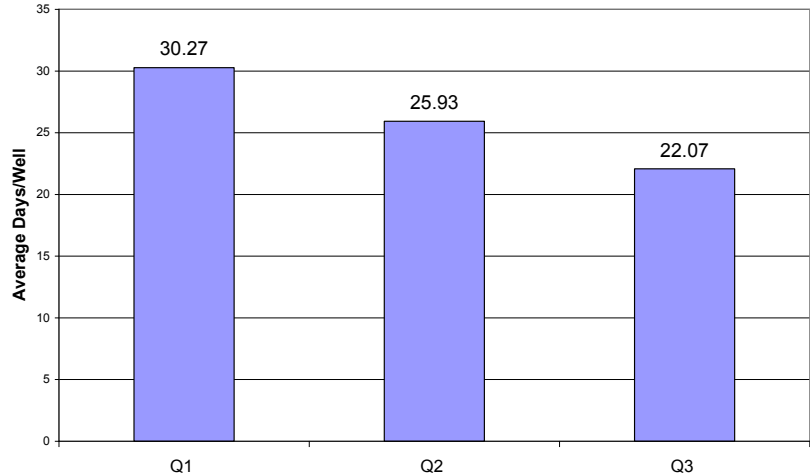
Wellbore Manufacturing Continuous Improvement Process

A major operator in the North Dakota Bakken Shale, partnered with The REACH Group to roll out REACH's "Wellbore Manufacturing Continuous Improvement Process" (WMCIP). The operator already had extensive experience in the field and had already achieved large improvements, but had reached the flat end of the learning curve with flat performance over the preceding three quarters. Implementation of WMCIP process helped the operator to re-energize innovation and spread new learning to all rigs.

Allowing the rig TEAMS to see their current and past performance for each section compared to other rigs in the field stimulated greater communication between the rig TEAMS and between the office engineering team, leading to validation and sharing of performance improvement opportunities. The REACH Group coaches assisted in the collection of "Best Practices" that were shared between the rig TEAMS. These "Best Practices" are now documented and ready to share with new rigs and new personnel as operations in the field are expanded.

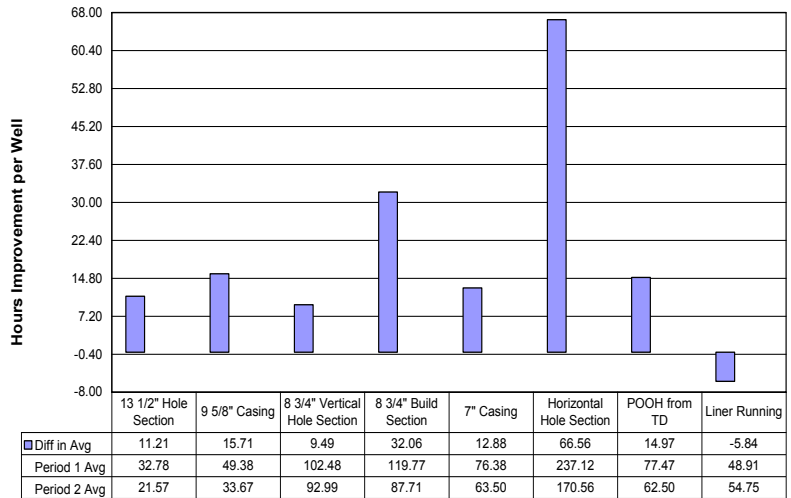
Bakken Rigs Attain 27% Improvement through WMCIP

Bakken Well Performance by Quarter



Below: Section Deltas Chart Demonstrates Quantitative Areas of Improvements

Performance Improvement by Section
Times Normalized by Sections for Average Footages
41 Wells, Includes NPT



Total Difference in Averages Between Period 1 and 2 = 157.04 Hours