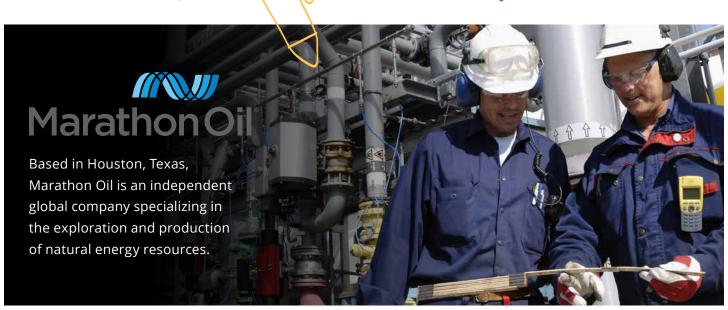
Case Study





## THE CHALLENGE

Energy exploration is a highrisk profession. At one period, however, Marathon Oil was reporting 0.61 injuries per 20,000 hours worked—a rate considered to be unacceptable within the industry. Leadership attributed this poor rating to an ineffective training curriculum that was failing to successfully engage participants—leading to poor retention of critical safety information.

26%
DECREASE
IN REPORTED INJURIES

## **OUR SOLUTION**

To remedy this, Marathon enlisted
The Bob Pike Group (BPG) to help
design and develop a new Life
Critical Skills Training Course. After
identifying key learning objectives,
BPG designed a curriculum
incorporating interactive learning
activities (ILAs)—supported by
leader guides, PPT presentations and
other support materials—to drive
engagement. After running a pilot
program and incorporating feedback,
BPG trained internal instructors on
delivery of the new course.

ANNUAL SAVINGS \$500,000

## THE RESULTS

After rollout of the Life Critical Skills Safety Program;
Marathon Oil saw their injury rate drop from 0.61 to 0.45— their best-ever personnel safety record. In addition, participants reported being more engaged during training and retaining more information—positive feedback that was reinforced by higher test scores and lower incident reports across the organization.

INCREASED
ENGAGEMENT, 
RETENTION
& TEST SCORES