Woodside Energy, the pioneer of the liquefied natural gas industry in Australia, has made data-for-everyone its mission. The company has created a "citizen science platform" that anyone, even those who can't code, can use for oil and gas exploration. Employees can use drag-and-drop algorithms and other visualization options to discover new patterns when looking at data.

"We want all our great minds tapping into data because each one will look at things differently," says Woodside Chief Digital Officer, Shelley Kalms. "We're aiming for a 'learn-it' mindset, rather than a 'know-it-all' mindset. We're trying to unlock the collective intelligence of our organization by bringing the data, information, and insights together to improve our operations and the working lives of our people."

Figure 9

Information rich

Torchbearers empower employees to dive into data

73%

29%

152% more
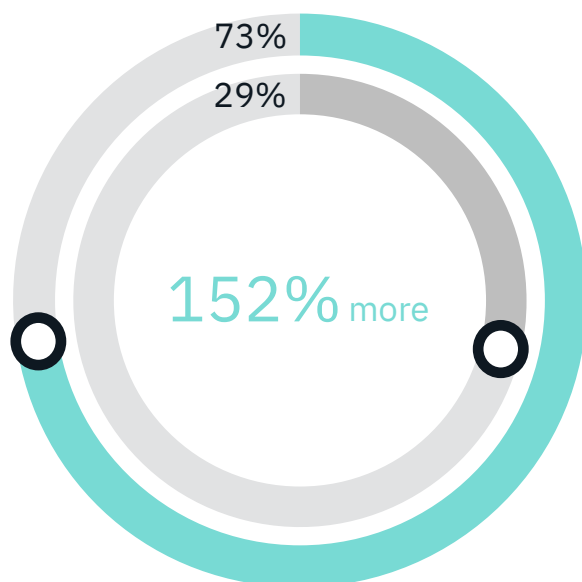
Our C-suite is actively working to provide employees with the analytical skills and tools they require

Torchbearers
Aspirationals

"We will need to drive more decisions from data. Leaders will need to let go and let lower levels step up to make decisions. This will be a culture shock."

Massimo Andolina,
SVP Operations,
Philip Morris International,
Switzerland