CASE STUDY 502

Energy Land Management Skills Retention & Development

ABOUT THE CLIENT

Industry	Energy land professionals
Revenues	~$3 billion
Employees	25,000
Location	United States
BOS Service	Organization Development

Key Challenges
- AI and digital technologies increasingly replacing human labor.
- Labor rates declining for lower-skilled, more repetitive tasks.
- Unattractive career path for fresh graduates threatening vitality of the profession.
- Retirement of preponderance of older workers threatens adequacy of future workforce.
- Energy deals depend on clear title to mineral rights.

Why Boston Strategies International was Selected
- Experience translating complex labor-market data into practical strategy.
- Ability to combine quantitative modeling, interviews, survey data and regulatory analysis.
- Familiarity with energy, infrastructure and professional-services markets.
- Track record building actionable recommendations, roadmaps and client-ready white papers.

Project Scope

Energy Sectors:
- Oil & gas
- Mining
- Solar, Wind & Other Renewables

Occupational Domains:
- Property Law, Contracts, and Lease Administration
- Pooling, Joint Operating Agreements (JOA), and Areas of Mutual Interest (AMI), and Well Trades
- Negotiation, Interest Calculations, and Taxes
- GIS/Mapping and Land Data Systems
- Federal Onshore, Offshore, and Environmental regulations
- National and each of 50 states.

Project Approach
- Sized and segmented relevant land professions. Focused from a potential ~90k land-management lens to 28k energy-focused professional-landman.
- Issued a survey to 11k professionals.
- Interviewed over 50 landmen across 15 states
- Assessed technology, AI, and independent-contractor trends.
- Modeled historical and forecast demand, supply, demographic trends, productivity, AI effects, and segment and state-specific trends.
- Recommended a strategy for maximum retention and land transaction capacity.
- Developed a public-facing white paper to communicate the strategy for managing the transition proactively.

Financial Benefits Realized
- Preserves the ability to support about $20 billion per year of mineral rights transactions
- Guides about 5,000 professionals at risk of AI-induced job disruption into lucrative and synergistic new career paths.

Operational Benefits Realized
- Strengthens new-energy relevance.
- Provides members with short courses, AI standards, and facilitated networking to support career transitions.
- Reinforces a durable positioning as convener, credentialer, standard-setter and professional center of gravity.