



Statoil

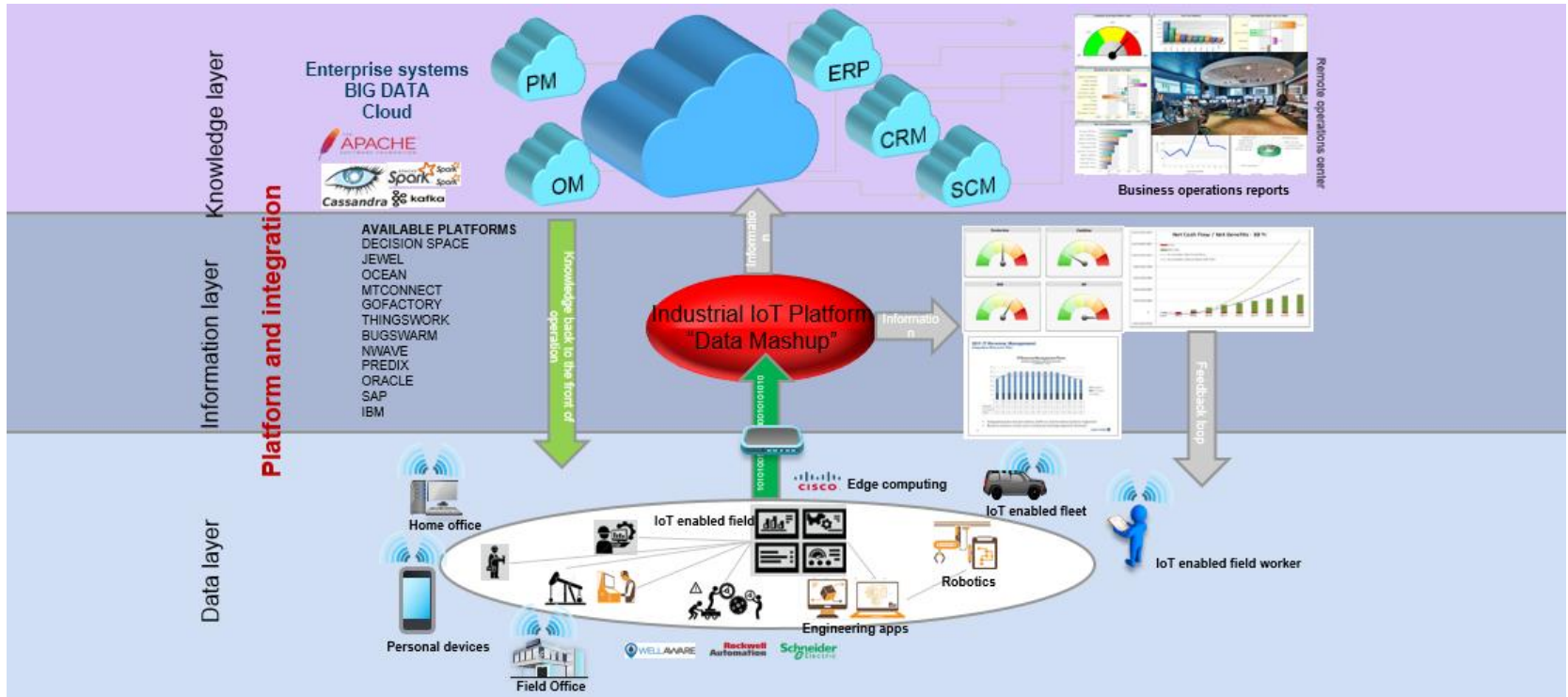
# Leading in the Digital World

November 2017



# DPUSA

## Vision: A Connected Integrated Digital Value Chain



# Keys to Leading into the Future



**FAILURE**  
is  
**SUCCESS**

if we learn  
from it.

*Malcolm Forbes*



# Key Attributes

- YOU HAVE TO LOVE AND **LEAD** CHANGE!!
- COURAGEOUS
- OPEN
- FLEXIBLE
- CURIOUS/CONNECTED