

# RIO TINTO

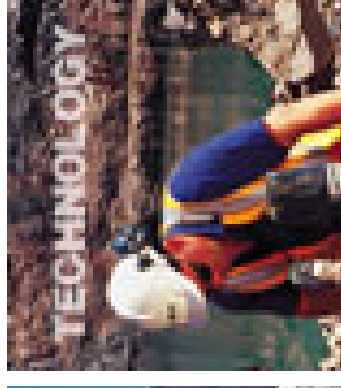
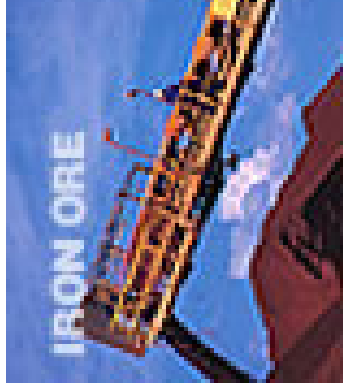
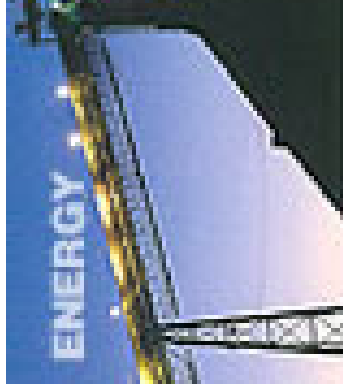
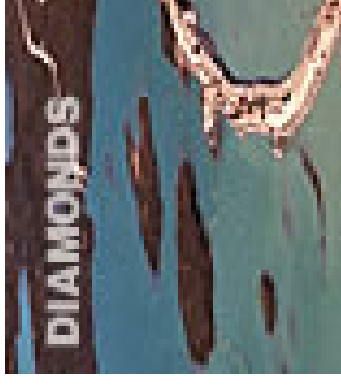
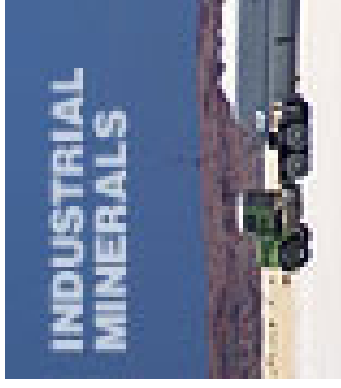
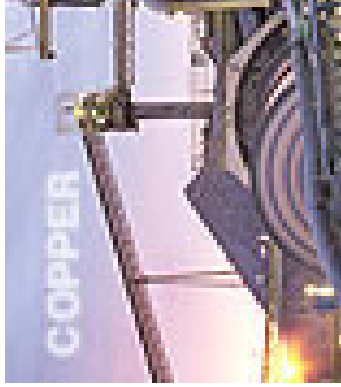
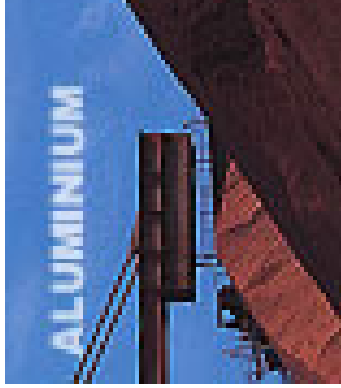
How lessons learned from the Oil  
and Gas Sector created Rio  
Tinto's own CoP success story.

Prepare for Phase change

# RIO TINTO

How lessons learned from the Oil  
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Tinto's own CoP success story.

# How Rio Tinto is organized

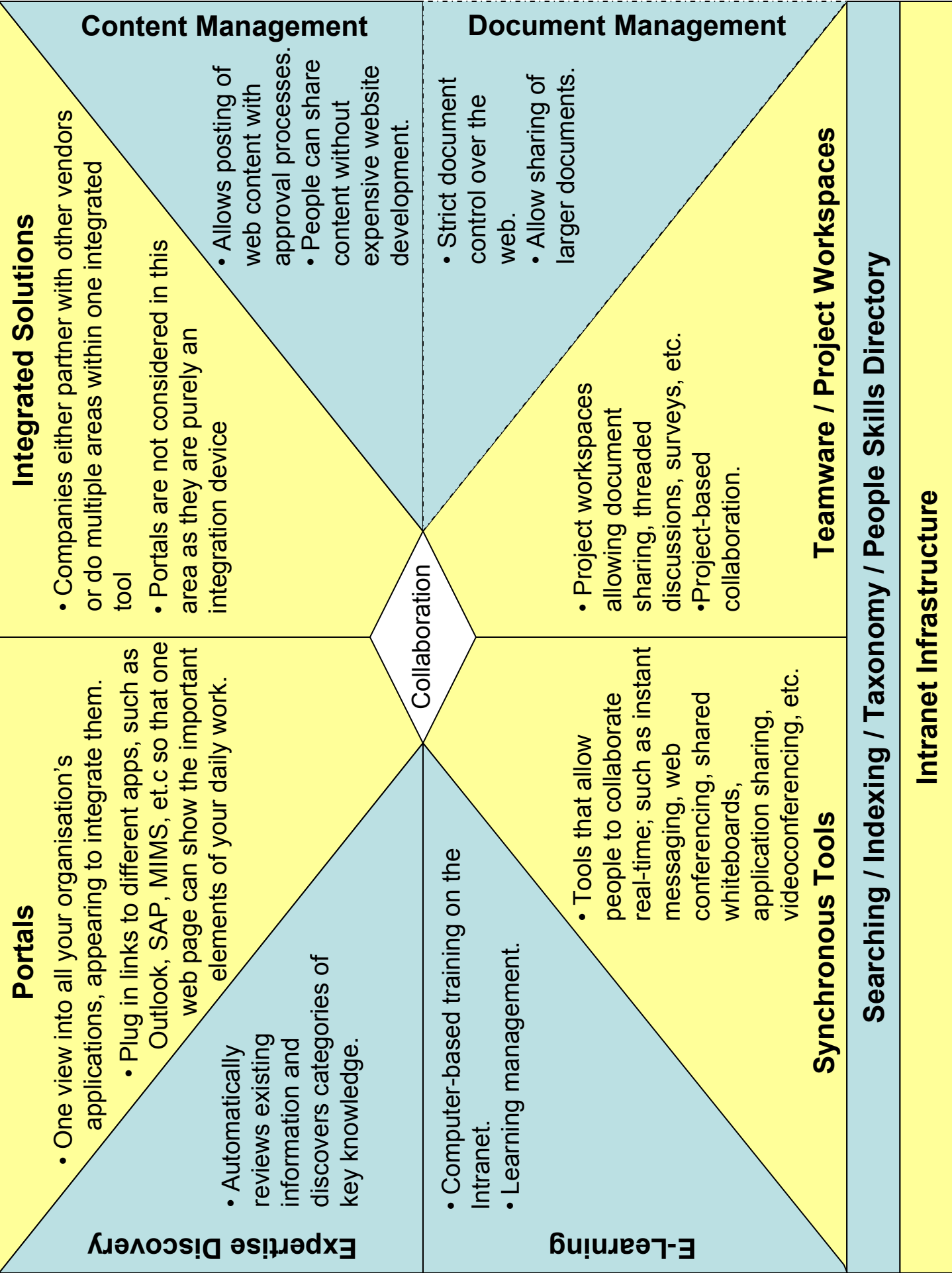


# Where does a story begin?



# The work of the 'minters'

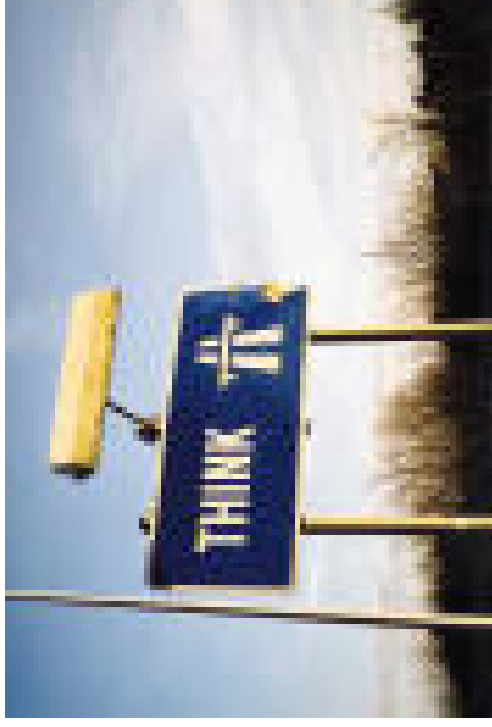
- Seed question
- Research on types of collaboration
- Mapping these against technologies
- Introduce learning from external companies as an ongoing activity (Doug Engelbart)



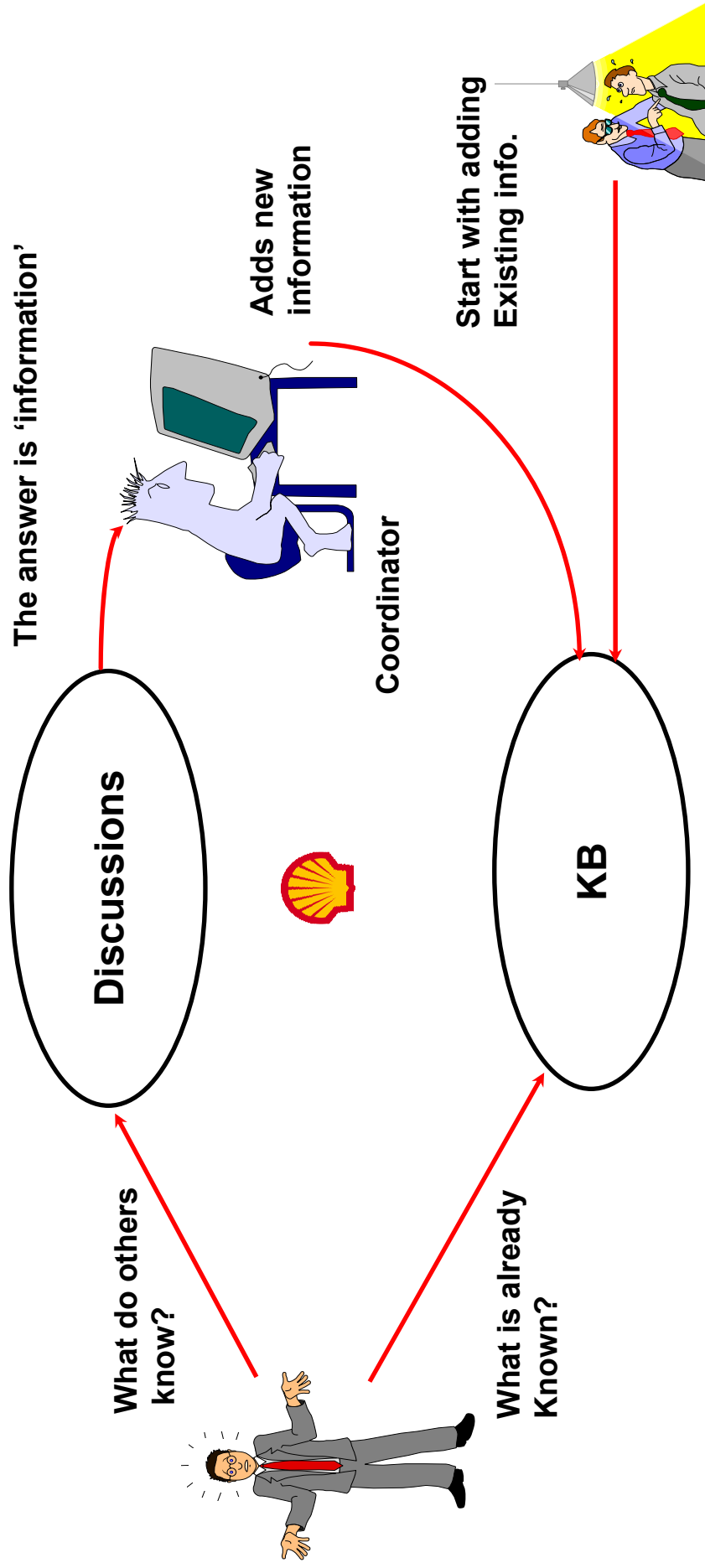
# Learning from other companies

*At this stage we needed credible stories to support our phase change and make it credible, too.*

- Shell EP
- BP
- ExxonMobil



# The concept of a CoP



# BP's Vision

“The wonderful thing about knowledge is that it is relatively inexpensive to replicate if you can capture it. Most activities or tasks are not one-time events. Whether it's drilling a well or conducting a transaction at a service station, we do the same things repeatedly. Our philosophy is fairly simple: Every time we do something, we should be able to do it better than the last time.”

Sir John Browne  
Group Chief Executive, BP



# Exxon Mobil

- First priority: Discover & Adopt
- Second priority: Discover & Adapt
- Last Resort: Develop

⇒ We work for Rio Tinto Energy – not just BU

# August in London

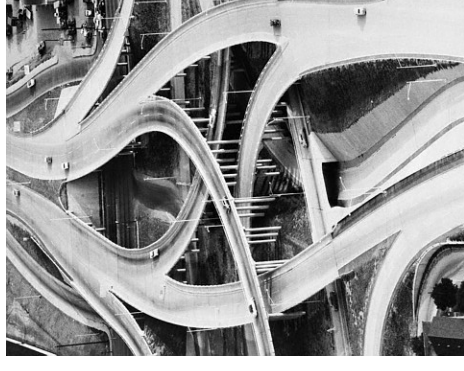
- Business issues precede cultural change
- Visionary leadership at sponsor level
- Cultural impact of technology (email)
- Leap of faith (Just do it)

# Next Phases

- Failure and Hardship
- Many things are not visible or obvious at the time, just accept that
- Visionaries come and go
- Leadership changes

# Our own story!

- We did not know, and
- We created a shared vision, and
- We found a framework, and
- We just did it.



*And just by being collectively aware of this, we may be able to prepare for future phase changes.*

# Conversation!

<http://www.efios.com/>