Benefits – Alberta Citizens
• Improved capital effectiveness leads to more jobs (more projects will be sanctioned; ultimately more maintenance and sustaining work from operations)
• Construction and maintenance jobs are good jobs – high skill, challenging, well paying careers – for present generation and future generations
• Excellence in execution is attainable
  o Culture of accountability to deliver project promise
  o Alignment and trust lead to improved outcomes (win/lose is really lose/lose)
  o Fair share for all
• Keep sales tax at bay (construction and ensuing operations generate considerable revenue for all levels of government)

Benefits - Workers
• Job satisfaction and pride of accomplishment go up
• Shared involvement and engagement – recognize excellence at professional/trade levels
• Sustainable long term investment leads to career opportunities for current and future generations
• “Why do I care? My industry depends on me – and I depend on my industry.”

Business Case
• Realize the full potential of Alberta’s natural resources (production now 3 MMbbl/d, can be 5 MMbbl/d by 2020)
  o Match human resources with natural resources – realize potential of both of these Alberta Advantages
  o Sustainability of existing businesses, long term economic growth
• Better capital effectiveness reduces environmental impacts
  o Efficient technology and processes
  o Reduced rework and project waste
• Sustainable long term investment leads to stable business environment, which allows investment in R&D, technical innovation, business innovation, skills training, investment in capital - all foster capital effectiveness as well as individual careers and well being (career challenge and prosperity) of future generations