

Mission

With respect for the lives we touch and the impact we make, we deliver fresh perspectives to anticipating and solving complex deepwater challenges.

Vision

We see a world in which affordable and plentiful energy is delivered safely from the deepest waters.



DIAMOND
OFFSHORE

Responsibly unlocking energy

Purpose

**“This is unifying our leadership
around something we can all believe in.”**

— Marc Edwards, President & CEO, Diamond Offshore

Values & Behaviors

Take Ownership

- Run to the challenge
- Deliver on what you promise

Go Beyond

- Solve tomorrow's problems today
- Make it better than you found it

Have Courage

- Challenge conventional thinking
- Speak up, even when it's tough

Exercise Care

- Respect that every action has consequences
- Never cut corners

Win Together

- Learn from each other
- Share success
- Champion a “Culture of We”

MANIFESTO

We Are Responsibly UNLOCKING ENERGY

With respect for the lives we touch and the impact we make, WE BELIEVE we are responsibly unlocking energy.

Diamond Offshore delivers fresh perspectives to anticipating and solving complex deepwater challenges.

Take OWNERSHIP

- Run to the challenge
- Deliver on what you promise

Go BEYOND

- Solve tomorrow's problems today
- Make it better than you found it

Have COURAGE

- Challenge conventional thinking
- Speak up, even when it's tough

Exercise CARE

- Respect that every action has consequences
- Never cut corners

Win TOGETHER

- Learn from each other
- Share success
- Champion a "Culture of We"

UNCOVERING PURPOSE AND AUTHENTIC BEHAVIORS

As a leading global offshore driller, Diamond Offshore sought a new way to build its culture as a unique point of differentiation from its peers. Within that effort and while launching a new performance management system, Diamond's leadership team discovered the critical need to:

- Unite around a common set of behaviors and values,
- Deliver a consistent employee and customer experience,
- Establish a "north star" for decision making throughout the Company, and
- Align beliefs, communications and behaviors in a manner that reflects who they are and what they stand for.



HONOR SAFETY PROTECT ALL

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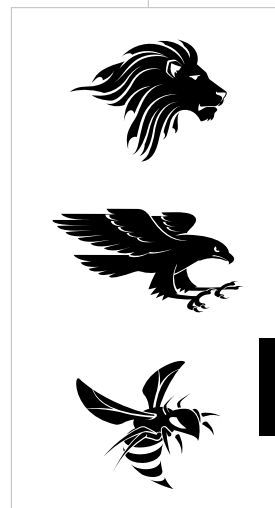
I WILL
look out for my teammates

BUILDING A BRAND THAT RALLIES FROM THE INSIDE OUT

Through a series of facilitated workshops, Savage helped the team articulate its core Purpose – To Responsibly Unlock Energy – and guided a variety of interactive exercises to define its Mission, Vision, Values and Behaviors. A visual brand expression – aligned to the existing corporate identity – connected these internal beliefs and aspirations to Diamond's external operations and experience with customers, contractors and vendors. Purpose-based brand communications included the launch of a new website, intranet, and rig-based initiatives; as well as the development and company-wide roll out of a safety brand mobilizing the employee culture around the belief that safe actions are positive actions – resulting in the best safety record in Diamond's history.



RIG-BASED COMMUNICATIONS



HONOR SAFETY. PROTECT ALL. ORGANICALLY BECAME A RALLYING CRY FOR OFFSHORE WORKERS

FIRST AID DOWN 39% AND MEDICAL TREATMENTS DOWN 20%

OVER 50% ENVIRONMENTAL INCIDENTS DOWN

EXECUTIVE SAFETY VIDEO SERIES

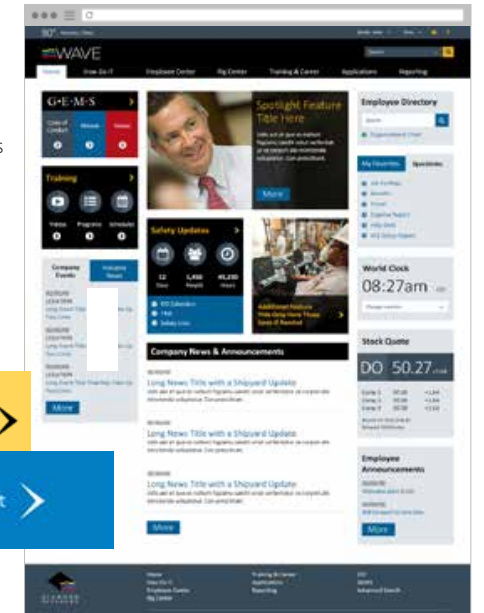


CHALLENGE COIN

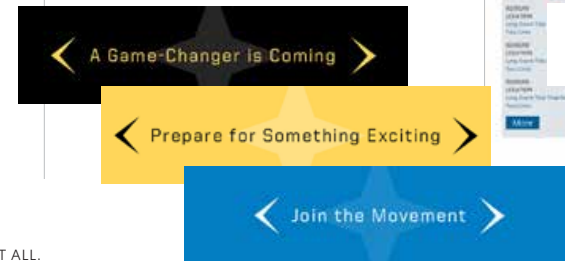


8,100 DAILY AVERAGE VIEW OF KEY INFORMATIONAL PAGES

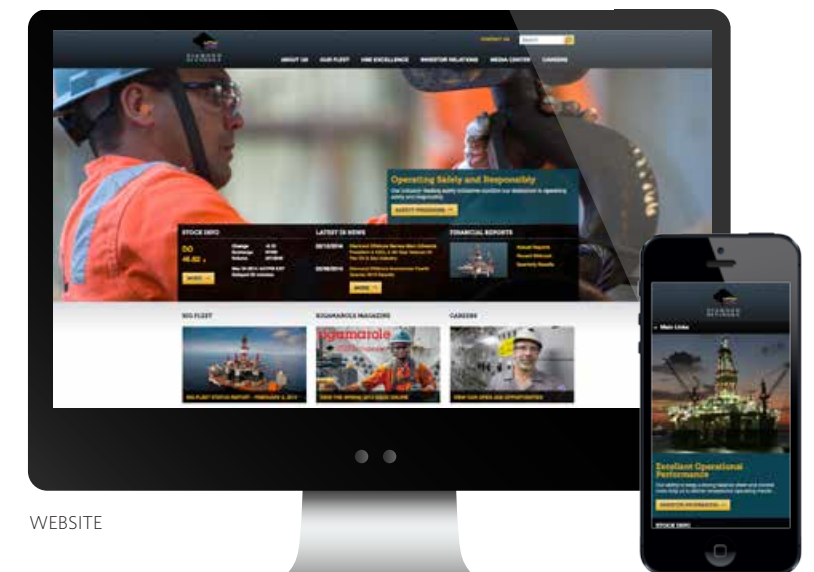
88% BELIEVE THE INFO ON THE WAVE IS USEFUL TO THEIR ROLE



INTRANET



SAFETY BRAND - EMAIL BANNERS



WEBSITE