



CASE STUDY: DANA PETROLEUM

Bringing People Together Through Technology and Trust

Teamwork | Passion | Quality | Sustainability



Part 1: Background

Dana Petroleum is an operator in the energy sector, with teams working both onshore and offshore. Like many organisations, they were looking to modernise the way people worked, making better use of digital tools and strengthening collaboration across the business.

Part 2: The Challenge

Before partnering with Electra, Dana's leadership team recognised that employees lacked confidence in using Microsoft 365, and collaboration between departments was inconsistent. Offshore teams often felt disconnected, and there was a general feeling that technology was not enabling the business and simply existed without adding value.

The organisation explored several options, including internal training, external consultants, and online learning platforms. However, none of these approaches felt tailored enough. Dana needed a partner who could understand their ways of working in depth and support not just technical adoption but meaningful behavioural change.



Part 3: Modernising the Workplace with Electra

Electra delivered a practical and highly personalised approach rooted in real working practices. Rather than offering standalone training, they embedded themselves within the organisation, spending time with teams, observing workflows, and building confidence in everyday tools.

Group sessions and one to one coaching helped staff become comfortable with Microsoft 365 and Surface devices. Finance and operations teams received hands on support to adopt digital workflows and automate reporting. The focus extended beyond technology, ensuring people felt supported throughout the transition.

Electra also revitalised internal communications by launching initiatives such as Smarter Meetings and providing training on digital signage systems. They created branded visuals and Teams content that helped celebrate milestones and maintain engagement.

HR and leadership teams benefited from structured feedback loops, governance documents, and regular reporting. Electra also provided coaching to senior leaders, ensuring alignment at the highest level and strengthening the organisation's digital direction.

Part 4: The Triton Hub

Electra also provided support for the Triton Hub project, an initiative designed to bring offshore and onshore teams closer together through improved technology and cultural change. Before designing the training, Electra visited other organisations, including Total and a local tech firm, to understand best practices and lessons learned. These insights shaped the entire programme.

While the building was being refurbished, Electra delivered tailored sessions for offshore colleagues, MLTs, OIMs, and Control Room staff. These sessions focused on:

- Using Microsoft Teams to stay connected
- Understanding the purpose and value of the Triton Hub
- Managing the emotional aspects of change, including adapting to always on cameras

Onshore teams received hands on support with Surface Hubs, Surface Pros, Microsoft Whiteboard, and Data Path. Electra remained on site two days a week for over a month, offering real time assistance and guidance. They also created informal opportunities for discussion after training sessions, helping teams reflect, share concerns, and build confidence in a relaxed environment.

Part 5: The Impact

Dana Petroleum has seen a significant shift in how people work. Reporting processes are faster, collaboration has improved, and employees are actively using the tools available to them with greater confidence. The Triton Hub is now a central part of Dana's operations. The training proved so effective that a planned offshore training deployment was no longer required.

Part 6: What We Learned

One to one support had a particularly strong impact, often outperforming group sessions in terms of confidence building and adoption. Visual tools such as Teams banners and digital signage played a key role in driving engagement and reinforcing new behaviours.

Part 7: What's Next

Dana plans to expand its digital transformation journey by introducing automation and AI tools. The focus remains firmly on people. While Electra helped modernise the organisation's technology, the greatest value came from modernising how teams work together.



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