

The Chevron Way

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The world we all live in today, has become a world of consumption. We are all consumers whether we realize it or not. Whether it is wishing to purchase the latest gadget or clothing item, or essentials like groceries and personal hygiene products, we all want to consume something. We are constantly buying from so many different corporations and companies everyday without even thinking twice. Have you ever stopped yourself and questioned what the company you stand for that you are purchasing from? Every corporation has different globalization, diversity, equity, and inclusion policies and strategies that can help them expand and create bonds with not only the public, but other corporations as well.

One multinational corporation that has always interested me is Chevron. My uncle, Mark Ross, is the chairman of the Oil International Marine Forum (OCIMF) and the president of the Chevron Shipping Company, so I have always wanted to learn more about the organization. Chevron is the U.S.' second-largest oil company and the 61st largest public company in the world. In addition, they own trademark rights to Texaco and Caltex fuel and lubricant products. There are more than 7,800 Chevron and Texaco gas station services in the United States alone and 19,550 services worldwide in 84 different countries. Chevron is a very successful multi-billionaire fuel company that advertises itself as the "the human energy company." On every Chevron billboard, advertisement, commercial, campaign, or gas station, their slogan, "human energy" will be included somewhere on there. As defined on the website, Chevron's purpose is to "develop the affordable, reliable, ever-cleaner energy that enables human progress" (Chevron website). This seemed a little strange to me at first considering they are producing and selling car fuel, yet suggesting their company is all about humans and human energy.

Chevron has advertised their mission and purpose by developing the 'Chevron Way.' According to the Chevron website, "the Chevron way explains [their] beliefs, visions, purpose, and values. It guides how [they] work and establishes a common understanding of [their] culture and aspirations." Additionally, they define 'how we work,' as aligning and inspiring, building relationships, growing capabilities, and delivering results. When specific organizations create a 'way' or 'how to,' it reaches to the public and other companies so well because this allows them to learn exactly how the corporation runs. The company also expresses that they believe "human ingenuity has the power to solve any challenge and overcome any obstacle"(Chevron website). Publicity statements like these can make consumers feel more wanted, valued, and cared for by choosing Chevron. In my opinion, Chevron efficiently and successfully catches the eyes of the world because they communicate with the audience in a way that makes them feel heard.

As a gas and oil company, it is not always easy to keep up a good look considering the oil industry is the major reason for the large carbon footprint that is destroying this planet. Creating a 'brand' that cares all about human energy, health, and the environment, speaks to the public and makes them feel included. The Chevron Way successfully creates this brand by breaking down each policy and value to show how much they care about globalization, diversity, equity, and inclusion. The company claims their 'beliefs' are all about how energy is essential to modern life, human ingenuity fuels innovation, the future is lower carbon, and leadership carries great responsibility. An oil company that wants to help reduce the carbon footprint and actually cares about human wellbeing is very appealing to the general public. This corporation shows exactly how they are helping the environment through their website, news articles, and social media outlets. In Chevron's annual report, they announced that there are "90% less greenhouse gas emissions with [the] newest facilities" (Chevron annual report page 2). This company continues

to expand and innovate the way they produce gasoline in hopes to help reduce the carbon footprint.

Chevron announces their 'values' in the 'Chevron Way' as diversity and inclusion, leading performance, partnership, people and the environment, and trust and integrity. In addition to these values directly including diversity and inclusion, the company shows many images of men and women from all different races and ethnicities all over their website and ads. They do this to effectively reach the audience and keep up a good reputation. Chevron conducts business and communicates with so many countries all around the globe, so it is very important to make each country feel equal and heard while handling business. In any type of capital investment, operation, etc., Chevron promises to legally and profitably conduct their business in accordance with 'The Chevron Way.' They say their vision is "to be the global energy company most admired for its people, partnership, and performance" (Chevron website). They are very good at keeping up this reputation by using the media as a strong resource, publishing press releases, and using the news as a way to communicate with the public. This corporation is also involved in partnerships with many different charities and foundations.

Chevron still continues to form new relationships with other countries and amplify their empire, while maintaining their strong past relationships. They operate all over the world and have been for a very long time. I believe that Chevron has done a remarkable job effectively showing the organization's efforts in globalization, diversity, equity, and inclusion. By creating 'The Chevron Way,' the corporation successfully makes an appeal to the public, other competing corporations, and other countries. They created a list of values and beliefs, a purpose, and a mission statement that targeted every important policy and strongly showed the organization's

efforts in every category. Overall, Chevron is a very powerful and prosperous multinational corporation that portrays their overall mission as keeping humans energized and healthy.

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