



The Outcome



7 STRATEGIC GROWTH OPPORTUNITIES

Established a 3-5 year growth roadmap spanning water, minerals, power, and emerging business lines.



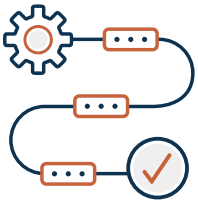
\$15B-\$25B MARKET OPPORTUNITY

Created a repeatable acquisition evaluation framework with 12 weighted criteria to prioritize investments and partnerships.



\$31B DATA CENTER MARKET

Developed a business case that validated strategic alignment with the company's land position.



BOARD-READY OPERATING MODEL

Defined ownership, coordination, and operating responsibilities across business lines to support disciplined growth and future expansion.

Building a Repeatable Growth Strategy and Deal Evaluation Framework

THE OPPORTUNITY

A large oil and gas corporation sought a unified approach to growth across its surface, minerals, and water businesses. As competition for strategic assets increased and opportunities emerged in power, data centers, and digital infrastructure, leadership needed a consistent way to evaluate investments and prioritize initiatives.

Rising expectations around capital efficiency added urgency to the effort. Leadership needed to determine which opportunities complemented the company's capital-light business model while maintaining focus on its core strengths. The client partnered with Two Roads to identify high-value organic and inorganic growth opportunities, assess emerging markets, and establish a disciplined framework for executive and Board-level decision-making. The goal was to create a repeatable approach that could guide investment decisions across business lines and support sustainable, long-term growth.

THE APPROACH

Two Roads began with eight business-line workshops and more than 30 stakeholder interviews spanning executives, business leaders, analysts, and frontline employees. A comprehensive SWOT assessment and operating model diagnostic identified competitive advantages, organizational pain points, capacity constraints, and barriers to growth.

The team used these insights to define a unified growth strategy across surface, minerals, and water and identify seven strategic growth opportunities. Two Roads also developed a repeatable evaluation framework and 12-criteria weighted scorecard, giving leaders and Board members a consistent way to assess potential investments against strategic, operational, and financial considerations.

The work extended beyond opportunity identification to execution. Two Roads clarified ownership, governance, and coordination across acquisition and growth activities and evaluated how emerging opportunities aligned with the company's capital-light operating model. The resulting 3–5 year roadmap prioritized opportunities across core and emerging business lines and supported deeper evaluation of midstream and data center opportunities, equipping leadership with a repeatable model for disciplined growth and future investment decisions.

INDUSTRY

Oil & Gas

SERVICES

Productivity Improvement
Workflow Optimization

Growth Strategy Development
Board-level Decision Support