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CHAMPIONS TRACK

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Leadership Coach

TPC Group

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From Friction to Flow: A Practical Approach to Driving Adoption

Laura Maesaka, ACC, CPC, ELI-MP

Energy Optimization Manager

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About TPC Group

Leading North American producer

- Largest merchant producer by capacity in CC4 processing
- Decades-long relationships with every non-integrated ethylene producer in North America
- Strategically located along the Gulf Coast with exclusive pipeline connectivity along with flexible logistics and storage assets
- Largest merchant producer by production capacity in butene-1
- Largest merchant producer of Polyisobutylene and Diisobutylene
- Leading intellectual property portfolio with proven technologies
- Substantial capacity for growth and expansion

Leading positions in North America

Position	Product	Primary Applications
#1	Butadiene	Synthetic Rubber
#1	Butene-1	Packaging Materials
#1	Raffinates	Fuel Enhancers
#1	Polyisobutylene	Lubricant Additives
#1	Diisobutylene	Phenolic Resins (Tires)
#3	MTBE	Octane Enhancers

TPC is a leader across all its major product lines

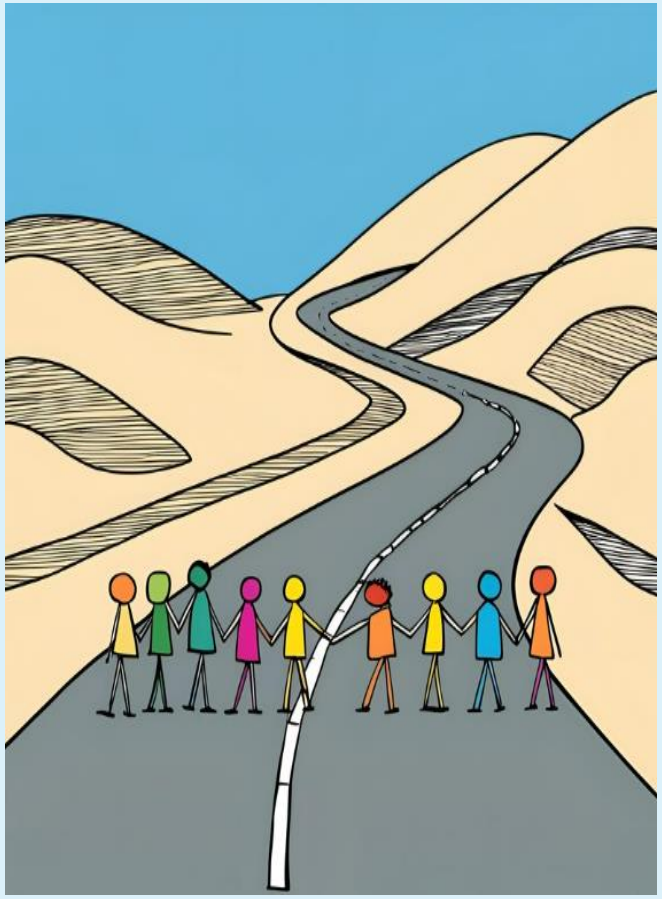
Digital Transformation Projects

*https://www.bcg.com/publications/2020/increasing-odds-of-success-in-digital-transformation

Our Journey with Seeq

TPC Group

CHALLENGE	Conservative culture Lean organization Non-ideal systems in place
SOLUTION	Consistently getting Seeq in front of people Leveraged prior users and Seeq support staff
RESULTS	User base growth



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Adoption Obstacles

Lack of Awareness and Perceived Value

Resistance to Change

No Relevance

Lack of Training

Disconnection

DEVELOPING A USER COMMUNITY

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Make the Benefits Visible

Obstacle

- Lack of awareness and perceived value

Symptoms

- Don’t know what Seeq is
- Not sure how it helps

Solutions

- Hold regular User Forums
- Showcase results to leadership
- Present at internal meetings

Build Trust and Confidence

Obstacle	• Resistance to change
Symptoms	• Hesitance to leave familiar tools • Aversion towards change • Fear of complexity
Solutions	• Visible champion(s) to advocate • Listen to and mentor new users • Share relatable success stories

Make it Relevant

Obstacle

- No relevance

Symptoms

- Don’t know where or why to use Seeq
- Don’t want to add more to their plate

Solutions

- Worked to identify pain points
- Aligned with company objectives
- Use it where it adds value

Make Learning Easy to Access

Obstacle

- Lack of training

Symptoms

- Users don’t know where to find help
- New users struggle to onboard

Solutions

- Created a centralized SharePoint hub
- Advocate for training

Foster a Connected, Collaborative Community

Obstacle

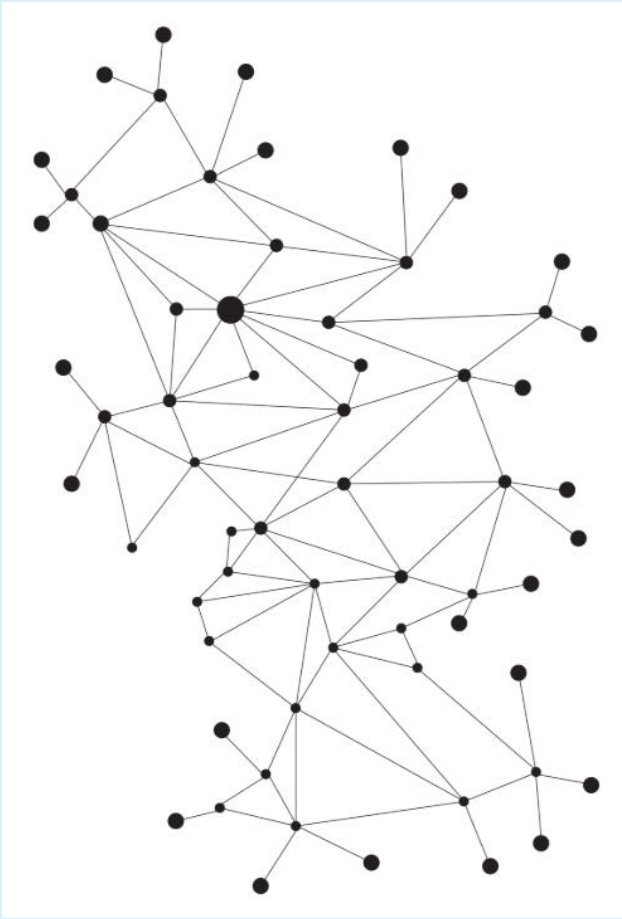
- Disconnection

Symptoms

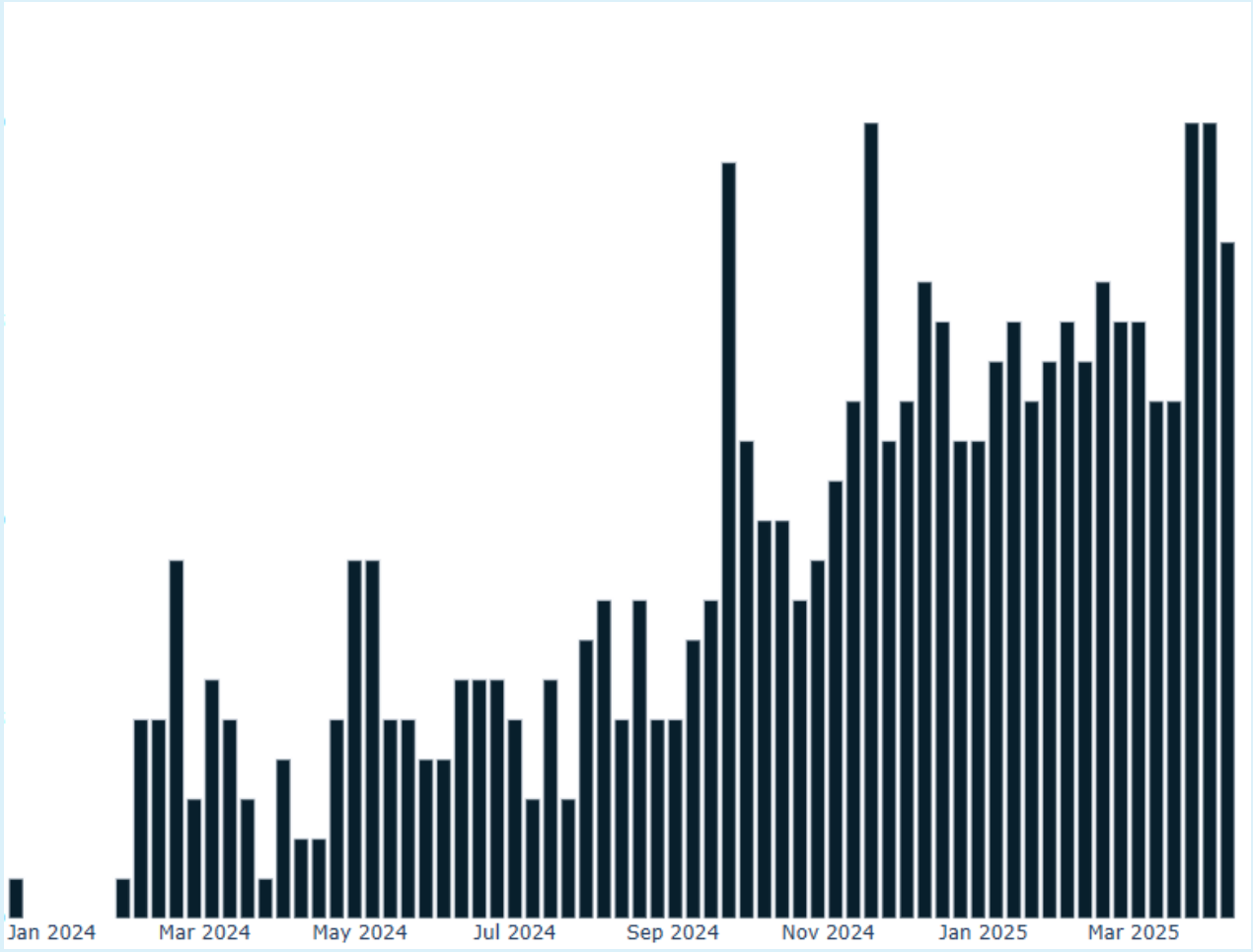
- No peer support or shared knowledge
- Adoption stalls without reinforcement or collaboration

Solutions

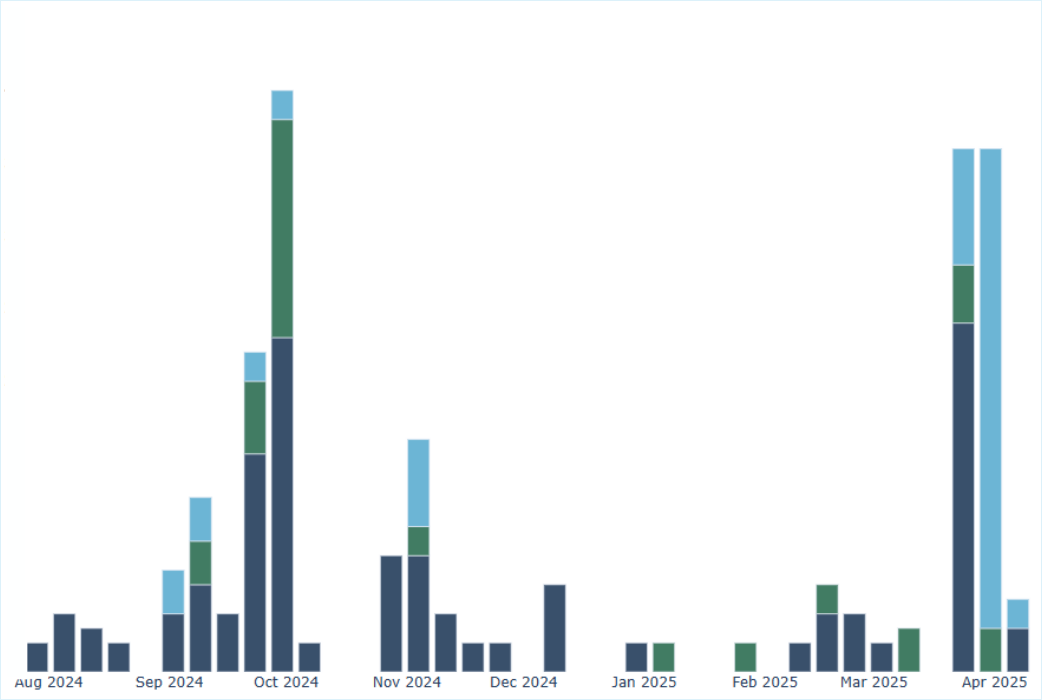
- Created a local Seeq user group
- Partnered with our Seeq Team
- Forums to discuss new tools and enhancements



Our Adoption Curves



Seeq Users



AI Assistant Use

Your Turn!

- **Share a win** – Present a Seeq success in your next team meeting
- **Support someone new** – be the go-to person for a colleague just getting started
- **Make it relevant** – Apply Seeq to a pain point you care about and share what you learned
- **Join the community** – Attend a Seeq user forum or better yet, organize one of your own!

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QUESTIONS?

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THANK YOU!