



video transcript

# the power of human energy

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human energy®

Nothing extraordinary was ever easy. Everything bold or monumental is always difficult. Easy doesn't make us better at anything. Difficult is an invitation to be great, to be curious, to be ingenious. Difficult is what changes the world. Difficult crossed the Sahara, and then the Atlantic, dove to the depths of the ocean and soared across the atmosphere. Difficult creates the future.

We do difficult. We're designed for it, because we are problem-solvers, and not just any problems, but the hardest ones, the unimaginable ones, and right now, we've got one the whole world needs solved: how to make energy more affordable, more reliable and ever cleaner for everyone, everywhere, each on different paths, at different speeds, with different needs. That's as difficult as it gets.

We say, "Bring it on," because this is our purpose, our promise, and the world is counting on us, counting on our generations of experience, our history of success, to leverage in new directions, forge new partnerships, innovate new technologies, and empower our people, our most powerful and enduring resource. Difficult must be met with determination and relentlessness. It dares us from every corner of the earth, stares at us in the middle of the night and pushes us further and farther than we ever thought possible.

This is how we work. We do difficult, not for ourselves, but for those yet to come. So, they can strive, succeed, fail, try again, get their invitation to be great, have their chance to change the world. We are committing to use our human energy to ensure they can use theirs.

Difficult? Bring it on.