

Effective Management & Leadership for Senior Yacht Crew

- **Progress your career!**
- **It's a challenging role to be a Head of Department**, so you need to equip yourself with the skills to be successful.
- **With this Distance Education course there is no particular time-frame to complete**, you can progress at your own pace and work schedule!

We have developed this course with the aim of addressing the obvious need for senior crew to be well-armed with the necessary skills that will assist them to progress their careers by developing more effective leadership ability through improved 'people skills'. This enables them to lead their team and to communicate effectively with other crew, owners and guests. It's a challenging role to be a Head of Department, so you need to equip yourself with the skills to be successful.

Life always goes more smoothly when we become better communicators

Dealing with 'the public', with bureaucracy, owners, guests, tired crew – it's all the same really – everyone wants and needs to feel heard and understood. Conflicts need effective resolution, irate owners need crew that listen and understand, and with whom they feel comfortable.

The catchphrase "people skills" is often bandied around and mostly rather misunderstood! It is doubtful that most people really grasp the rudiments of what constitutes good communication skills, given the difficulties they seem to have and the resistance that they meet!

The subject matter for the first and second parts to the training, can be taken either face-to-face in a 2-day workshop (which can be convened for groups of 3 or more) or via a method of "Distance Education". With Distance Ed. there is no particular time-frame to complete, as that is obviously going to be dictated by your work schedule. You work at your own pace and will pass the course once you have returned both your completed assignments and the "oral" component on the phone/Skype. We can go over any parts of particular interest or concern, and in this way, we can gauge your grasp of the subject matter. So, it's quite simple to achieve. And your certificate will be issued, scanned and sent to you wherever you are in the world.

How "Distance Education" works:

Students can link to download the files. The normal method would be that we send the first training manual (Part 1) to read and the assignment to complete, and then when you're ready for Part 2 and the same process would happen again. This also involves 'Skype time' for discussion when necessary.

About the Assignments: Both assignments are detailed (but not difficult) and the reason for this is that it ensures that students have thoroughly covered the material and thought about its content and message.

The course cost? Parts 1 and 2 are A\$250 each, so A\$500 for the whole course. You will be sent a link to download the E-books and the assignments.

What past students have said?

Comments from some students who have completed the course follow:



Katie D, [worked as a stewardess for 3 years.]

"Thank you so much for providing me with the tools to advance my yachting career. The skills I have learnt and refined on this course are undoubtedly beneficial to not only my career, but my life in general. Even after three years in the industry, this course provided me with skills and knowledge unrivalled by any other institution. You gave clear, concise instruction, yet allowed ample discussion time and feedback. I am so glad I chose to participate in this training course and had a most enjoyable time."

Sue R, [worked as a stewardess for 8 years.]

"THANK YOU for sharing your wisdom with me! This course has been very VALUABLE. Right throughout the course I have enjoyed all the material and honour your delivery of this and the layout of this course. I look forward to the next one!"

Andrea H, [worked as a stewardess for 6 years.]

"Wow I can't believe how much this section [Self Confidence] has helped me just by reading it. This is a powerful section and one that I will now incorporate into my daily life. So many tools that will help me to continue to improve myself personally but professionally as well."

From: Andy
Sent: Thursday, 25 November 201 4:28 AM
To: Donna I
Subject: Andrea - Management Assignment - Part 2

Good Afternoon or Morning for you Donna!!!

Well I have finished it and loved it! I got a call from a captain and was interviewing with him and he was doing a behavioural interview with me. Luckily I had done this section and I think I nailed it. The interview went for 30 mins over the phone, it's a busy boat with back to back charters and it's a chief stew position. I find out tomorrow if I have the job. I'm pretty hopeful as they asked for my certificates and ENG1 plus how long my passport was valid for. All of which is years before they expire!!! It would also mean I get out and finally put my new found knowledge to the test!!!

Again it was an amazing journey and due to the personal reasons I described, it was blessing to have had this information because it really did help me get through that situation.

As always I look forward to reading your comments and if you want to Skype again afterwards, by all means please let me know.

Thanks again Donna for this amazing journey of self discovery!
Andrea

It's always good to receive a positive response as the best reward is satisfied students who can see the benefit and relevance of the training!

What another Crew Agent has said?

Comments from a crew agent who heard about our "Management" course:

Kate Crulci, Director, Crewbook Yacht Crew Recruitment, Gold Coast, Australia

"Can I firstly say, a 'Senior Management Training' course is:

- * LONG overdue*
- * Thankfully being offered by a business who actually knows what they are talking about*
- * Will lift your profile as a training facility, as I am unaware of anyone who offers this*

It is SUCH an important course to have for people who really want to get further in the industry. Speaking as an agent, a potential crew member who had that style of training would be on the very top of my list to send to a potential owner or Captain.

Keep up the good work!"

There is no doubt that this type of senior training would benefit you greatly. Enhanced communication skills benefit everyone, no matter what kind of work they do, but especially in professional yachting, given the high levels of stress (and standards) that we work with!

So, if you want to get started, please fill out the Management Training Registration Form (at the end of this information sheet) and pay the Part 1 course fee and we will immediately send you the download link to the first manual **Effective Management for Senior Yacht Crew Part 1 – Communication Skills** so that you can start studying.

You will need to have set up Skype on your computer (with webcam is better but not essential). It is free to join Skype and easy to load onto your computer, set up and use!



*Regards, Donna Portland,
Recruiter & Trainer,
Superyacht Crew International*

Effective Management & Leadership for Senior Yacht Crew



Course Content: **PART 1: Communication (people) Skills**

One thing that can set us apart from others in the success stakes is our ability to communicate effectivelyand few people get it right!

| | |
|--|---|
| Communication Skills Overview | We examine our goals, use of words, “I” statements, non-verbal communication, perceptions, and barriers to communication. |
| Active Listening | Why is it so important? what does this really mean? and how can we do it well to get the best understanding from what others are saying? We practice the elements of effective active listening: attending, questions, encouraging, paraphrasing, summarising and recognition. Top ten tips for Active Listening |
| Body Language | More than half of our communication is non-verbal: we look at the ramifications of this and how to accurately read others, and become self-aware and monitor our own, body language to make us more effective communicators. |
| Self Confidence | A huge and highly important topic - we take an in-depth look at why confidence is so important to our effectiveness and attractiveness. We take a quiz to assess our own confidence level and discuss practical useful ways to build it up. We do a S.W.O.T. analysis (Strength/ Weakness/ Opportunities/ Threats), and some practical Goal Setting. If you have no direction you won't reach the destination! |
| Positive Attitude | Attitude is the essence of succeeding in your life pursuits. We look at how to actively direct your life the way you want. This can be applied both personally and professionally. Includes a valuable workshop on building a positive attitude. |
| Stress Relief | A Head of Department role can often be highly stressful. We provide in-depth useful and practical tips to relieve stress that continue your positive attitude frame of mind, includes a ‘gratitude journal’ and effective affirmations. |
| Assertiveness | This is about balancing others needs and your own so that everyone wins. We examine (and practise) ways of being assertive compared to aggressive or non-assertive. |
| Emotional Intelligence Learn the power of ‘charm’ | We look into managing relationships more effectively and look at how E.I. impacts on all areas of your life. We look at a fascinating and enlightening book that was written by two renowned “charm” gurus who talk comprehensively about developing your ‘social intelligence’ and communications skills that determine your success professionally as well as personally. The importance of this subject is paramount to your success! |
| Rapport / Building Relationships: putting it all together! | Your yachting career is all about effective relationships: with your team, with the owner, the guests, the agents, the suppliers..... We look at (and practice) the elements that contribute to establishing and building rapport. We examine the fundamentals that contribute to positive relationship building, ie use of humour, understanding the needs of others, ability to resolve conflict, E.I., non-verbal communication, |
| Anger Management | Whether it's your own, or someone else's anger – it needs to be dealt with appropriately and effectively. We look at some useful tips and techniques for gaining control over anger. |

Part 2 synopsis overleaf...

Effective Management & Leadership for Senior Yacht Crew



Course Content: **PART 2: Leadership Skills**

Good communicators make great leaders!

| | |
|---|--|
| Effective Leadership for Managers | We look at leadership styles, fundamental techniques in handling people, discuss three articles written about leadership to determine what makes a great leader. <i>"Leaders are made not born"</i> . We examine ways of leading, qualities of leaders, effectiveness, feedback, communication skills required, and delegation. |
| Motivation and Team-building | We look at developing your motivation skills and factors for building your team, and take some quizzes to find out how good at motivating and team building you are, and examine the dynamics of a group/team. |
| The greatest Management book ever written! | We look at a précis of the greatest management book ever written and discuss the efficacy of this management method and its application for your own purposes as well as some practise of the methods. |
| Role Model to Mentor | Like it or not, as a Captain or Head of Department you are a role model and should also become a mentor to your junior crew. We look at what a mentor is and how to formalise the process for best effect. |
| Conflict Resolution / Mediation Techniques | Unfortunately, conflict occurs in any workplace, so we take an in-depth look at management styles and how this affects conflict resolution. Useful workshop on mediation techniques for those times when you may find yourself having to deal with disputes. |
| Negotiation | How does negotiation work? Understanding the other person's position and interests and why it matters. The art of brainstorming as a creative solution. Barriers to successful negotiation. Tips for successful negotiation (think job evaluation time!) |
| Cultural Etiquette around the world | A useful summary of the various customs and social morays of nations around the world, which assists as a reference to understand guests from cultures you may not have experienced before. |
| Interviewing Techniques and practices | How to interview effectively, Problems to avoid, Identifying characteristics of the best employees, Developing your own set of interview questions, Interviewing styles, The Behavioural Interview, Noting their Body Language, Checking References, using Personality Testing. From the interviewee's perspective: Questions and Answers, Questions to ask, How to Prepare, How to make a good impression, Giving good examples at interviews. |

Warning: there will be homework!! There are two assignments to complete and a verbal discussion prior to issue of your senior certificate.

REGISTRATION FORM for DISTANCE EDUCATION TRAINING



“Effective Management & Leadership for Senior Yacht Crew”

Course fees include your two training manuals and assignments, and your certificate.

| | |
|-------------------------------------|--|
| Part 1, Communication Skills | A\$250 per part. <i>(approx. €156)</i> |
| Part 2, Leadership Skills | A\$250 per part. <i>(approx. €156)</i> |

Confidential Registrant details:

| | |
|---|--|
| Your Name: | |
| Male <input type="checkbox"/> or Female <input type="checkbox"/> | Date of Birth: ___ / ___ / _____ |
| Your Email address: | |
| Phone No incl. Country code: | |
| Skype name: | Ours is superyacht-crew so send us a request |
| Your Location: | |
| How do you wish YOUR NAME to be expressed on your certificate? | ie. John David Matthews or J D Matthews or John Matthews |
| Passport number/Nationality: | |
| Please indicate any special needs or requirements to assist learning: | |
| What is your expected time-frame to complete? | |

- Please attach your current C.V. or link to your personal web page.
- Please attach a scan of your passport ID page for Id purposes. Please be assured that your privacy will be respected, and your details kept confidential.

I wish to secure my booking into the above course and have paid by the method indicated below.

I will transfer the course fees of **AUSTRALIAN DOLLARS A\$**_____ to your bank:

Commonwealth Bank, Crows Nest branch **BSB: 062-151 Account #: 1044 0232**

A/c name: Elite Private Staff Pty Ltd

*** Please use your name as the reference: ie. J Smith SCI training**

**** Please tick the box for paying the transfer fees yourself so that the full amount of \$500AUD arrives in our account.**

I wish to pay by **PayPal**: → we will send you an invoice. *Please note the 3% surcharge for this.*

CONDITIONS: All payments are non-refundable once course materials have been sent.

We look forward to having you train with us.



Regards, Donna Portland,

Trainer & Recruiter - Superyacht Crew International, Sydney Australia.

PH: +61 (0)448 850700

Donna@SuperyachtCrew.com.au



former (married) name