

“Effective Management & Leadership for Senior Yacht Crew”

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 communication: ‘people skills’. This enables them to confidently 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 knowledge and 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 term ‘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 timeframe 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 if you would like to include that. We can go over any parts of particular interest or concern, and in this way we can gauge your grasp of the subject matter. The other way of using that Skype or Zoom time could be to conduct a practice interview or for me to give you an hour’s coaching – it’s your choice. 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:

The normal method would be that we send the first training manual (Part 1) to read and the assignment to complete, we give you feedback on part 1 and then we repeat the process for Part 2. This also involves ‘Skype time’ for discussion as mentioned.

About the Assignments:

Both assignments are long (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. When in a face-to-face workshop it is easier to gauge a student’s understanding of the material through their verbal feedback and comments in discussions that take place throughout the workshop. We hope to achieve the same ‘one-on-one’ with our Distance Education students. We request that you type your assignments rather than handwrite, as it’s quicker (and easier) to read and respond.

The course cost?

Parts 1 and 2 are A\$250 each, so A\$500 for the whole course if taken by the “Distance Ed.” option. If you prefer to have the E-books emailed to you or to a download from a web-link in PDF format – that’s up to you.

What past students have said?

Comments from some students who have completed the course follow:



Katie D, [*Katie had 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, [*had 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 is always satisfying to receive a positive response but the best reward is grateful and empowered 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 send your payment for Part 1 of the course and we will immediately start you off by sending you the first manual **Effective Management for Senior Yacht Crew Part 1 – Communication Skills** plus your assignment.

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

Regards, Donna Portland, Director & Trainer, Superyacht Crew International

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 is confidence 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...

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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.

Part 1 and 2 cost AUD\$250 each for “Distance Ed.”

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	AUD\$250 per part. (approx. €150)
Part 2, Leadership Skills	AUD\$250 per part. (approx. €150)

Confidential Registrant details:

Your Name:	...
Male <input type="checkbox"/> or Female <input type="checkbox"/>	Date of Birth: __ / __ / _____
Your Email address:	...
Phone No:	+.....
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?	...
Passport number/Nationality:	...
Please indicate any special needs or requirements to assist learning:	...
What is your expected time-frame to complete? <i>(Note : there is a 2-year time limit to complete)</i>	...

- Please attach your current C.V. or link to your personal web page.

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

I will transfer the course fees to your bank. **AUSTRALIAN DOLLARS \$ 500 :**

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 SCL training**

I prefer to pay by credit card. **AUSTRALIAN DOLLARS \$ 500**

Card name: _____ Expiry Date: _____

Card Number: _____ CCV: _____

I wish to pay by **PayPal**: → we will send you a PP invoice. *Please note that there is a 3% surcharge for this.*

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

We look forward to having you train and progress your career with us.



Regards, Donna Portland,
Trainer & Recruiter - Superyacht Crew International
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Morris was my former (married) name.

