

**BERNHARD SCHULTE
SHIPMANAGEMENT**



Global shipmanagement services

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SEAFARERS MOTIVATION

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CURRENT CHALLENGES



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To **REDUCE** operating costs in every area of a shipping operation without compromising on quality or standards in any way.

CURRENT CHALLENGES

**There are limited ways to reduce
*Technical and Maintenance Costs.***

Crew Costs being one of the major operating costs, it is inevitable that Owners and Operators continuously seek reductions in this area, sometimes by sacrificing training, others by reducing numbers and increasing risk.

CURRENT CHALLENGES

This is NOT the answer!

CURRENT CHALLENGES

What is required is
A CHANGE IN FOCUS!!

From MINIMIZING talent's costs
towards
MAXIMIZING talent's potential.

MOTIVATION?

Internal and **External** factors that stimulate desire and energy in people to be continually interested and committed to a job/role, or to make an effort to attain a goal.

EFFICIENCY?

The delivery of services of high quality using minimum money, resources and time.

There is a tight relationship between
Motivation and **Efficiency**!

ORGANISATIONAL CULTURE

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An organization's culture, which needs to be driven by the top leadership, determines staff retention, motivation, ownership and the desire for continuous improvement.

❖ A positive and no blame Culture inculcates -

- i. Transparency
- ii. Dedication
- iii. Ownership

❖ And results in -

- i. Long term retention
- ii. High staff satisfaction rates
- iii. Improved job performance
- iv. Improved safety and loss prevention

ORGANISATIONAL CULTURE

A POSITIVE CULTURE, once ***created***, will not stay forever but ***needs to be maintained*** with continuous monitoring and intervention.

- To make the task manageable, we need high retention and an increasing number of staff rising up through the ranks.
- We also need continuous education, of ship and shore staff, not only in technical subjects, but more so in soft skills.
- Finally we need to give recognition and positive feedback of jobs well done.

THE BSM STORY

.....till now

FUTURE OFFICERS



FUTURE OFFICERS

- ❖ Induction of large number of cadets over the past 6 years with a target to eventually have 80% senior officers from our own grown cadets.
- ❖ Extremely stringent selection of cadets ONLY from limited number of audited and approved schools.
- ❖ Continuous and close monitoring of Cadets training while in schools and when onboard through dedicated training officers.



CURRENT OFFICERS



CURRENT OFFICERS

- ❖ Competence Management and Career development managed via our in-house CMS system
- ❖ Compulsory attendance in BSM Soft Skills training courses
- ❖ Compulsory attendance every 5 years in the BSM Ship handling simulator course (separate from the STCW requirements)
- ❖ Compulsory briefing for senior officers in the Service Delivery Centers
- ❖ Performance Bonus for senior officers awarded against a set of agreed KPIs onboard
- ❖ Regular Fleet Officer meetings in every major country
- ❖ Regular trainings conducted in our Training Centers and selected external facilities
- ❖ Regular involvement of families through BSM Seafarers Wives Association
- ❖ Safety net for all Seafarers through the BSM disaster relief fund

CURRENT & FUTURE RATINGS

- ❖ Stringent selection criteria for both existing and new inductions
- ❖ Regular Fleet Rating Meetings for information sharing
- ❖ Training modules for Ratings in our training Centers and select external facilities
- ❖ Mandatory briefings and debriefings at joining and disembarkation
- ❖ Safety net through the BSM Disaster Relief fund

BSM SEAFARERS WIVES' ASSOCIATION

BSMhighlights

ANGELS IN SEVENTH HEAVEN BY BSM SEAFARERS WIVES ASSOCIATION

Normally, we travel to different places just for fun, leisure and regeneration, but there are even better reasons to travel...



Rationale

Another fruitful and uplifting outreach programme coordinated by the BSM Wives Association (Cebu Chapter) was held on 5th October 2013 at the Albert Schweitzer Familienwerk Foundation Philippines, Inc. (ASFFPI). This foundation, also known as "Children's Heaven", is a non-stock, non-profit, non-government organization that focuses on helping abandoned, neglected and exploited children aged ten years and below by providing shelter and other basic needs for survival, protection, development, and participation. The foundation is located in Sitio Tugbungan, Barangay Pilipog Cordova, Cebu, Philippines.



SHORE STAFF

- ❖ It takes two hands to clap
- ❖ All the training and positiveness will come to naught if the Shore staff behavior is autocratic or blame focused
- ❖ Mandatory soft skill training for Shore staff

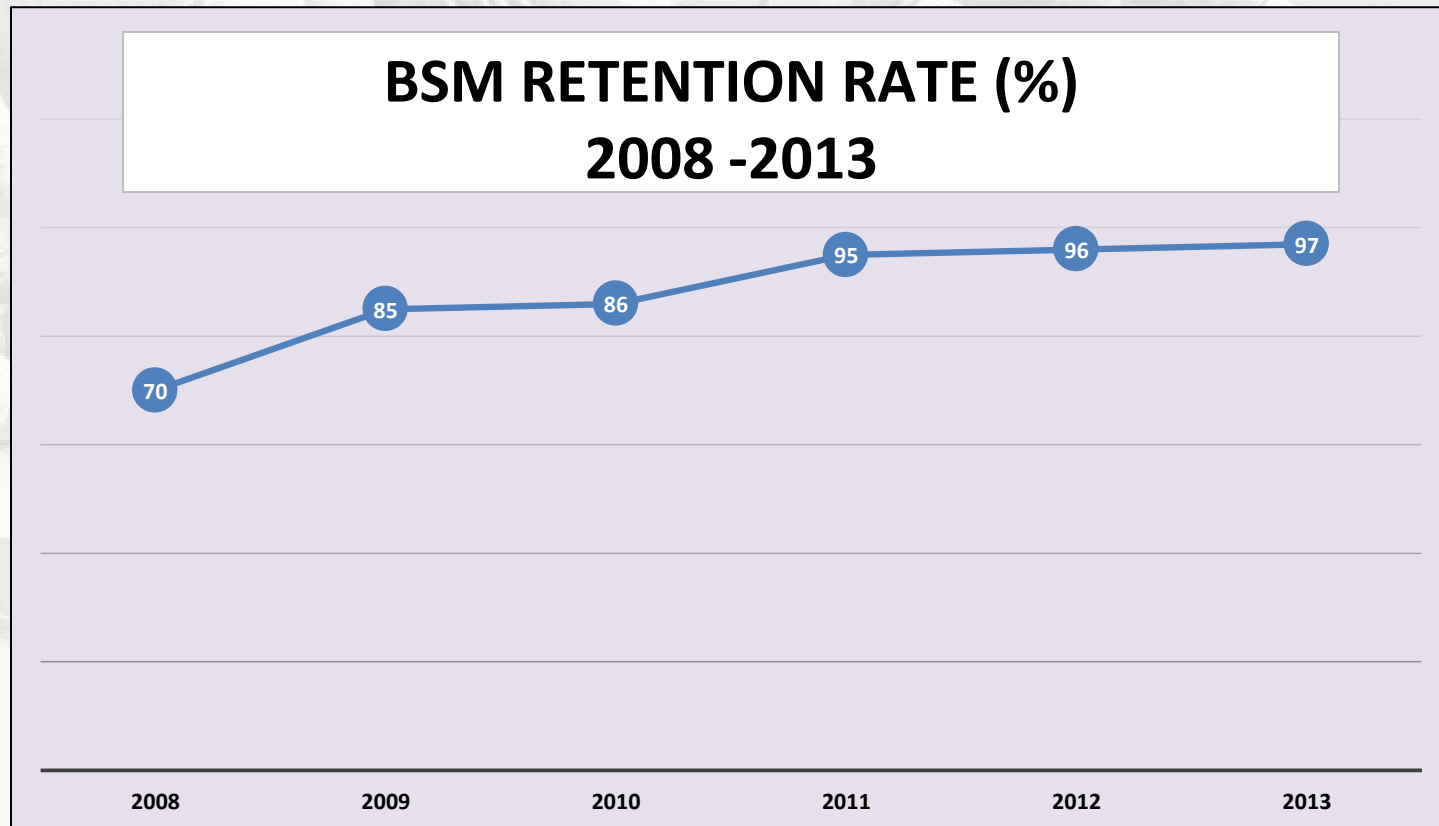


RESULTS

BSM RESULTS

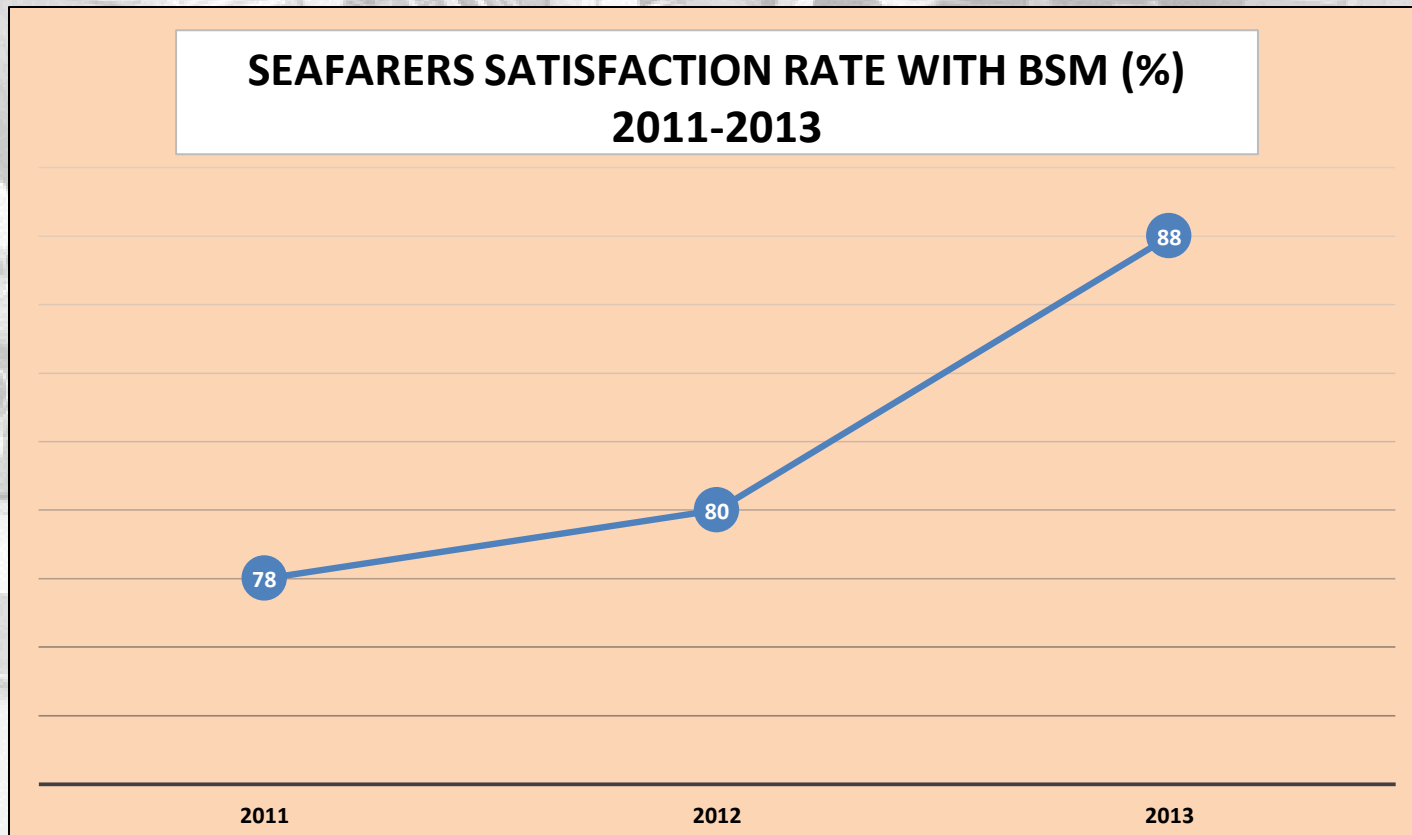
In the past 6 years, we have achieved:

- ❑ Increased ***Retention*** rates (currently over 95%)



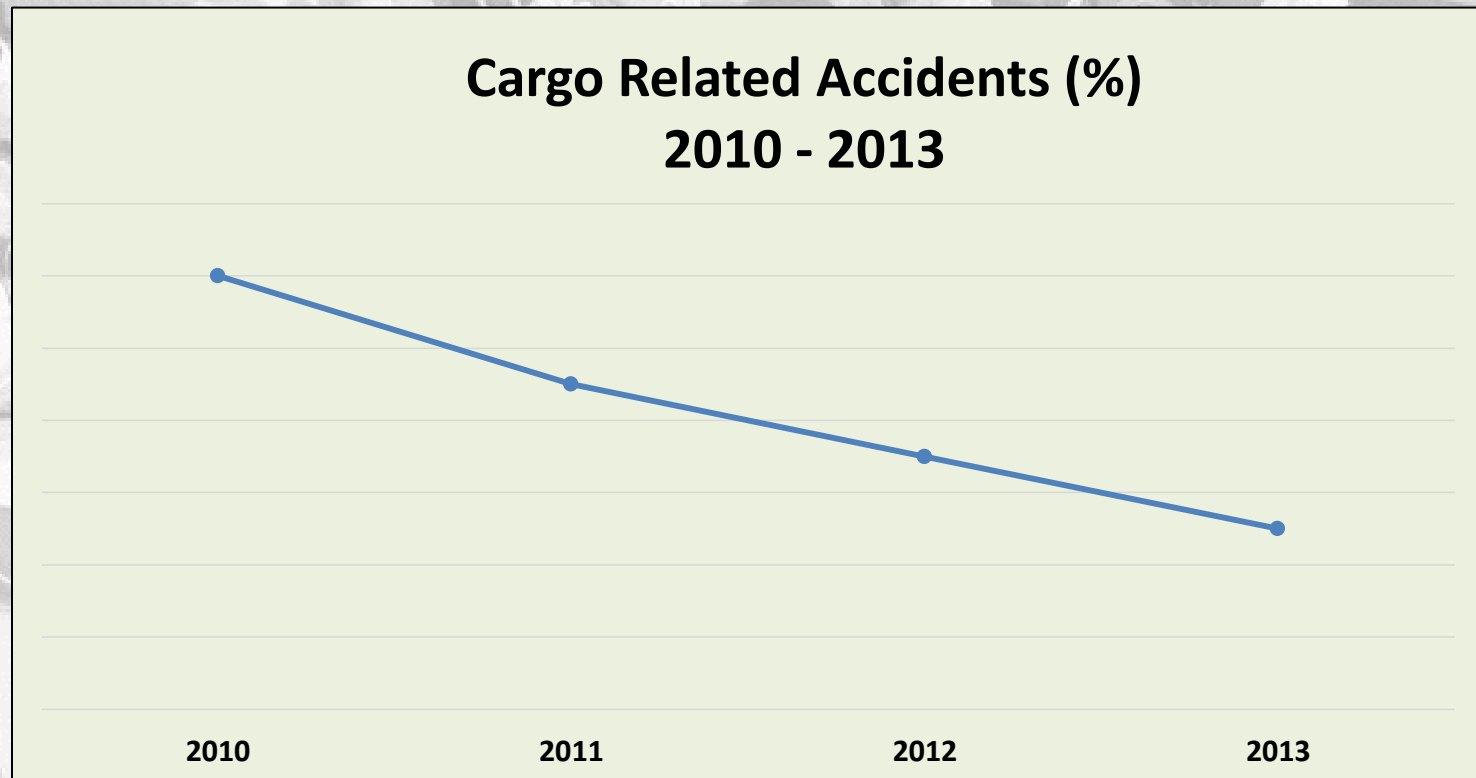
BSM RESULTS

☐ Continuously Improving *satisfaction rates*



BSM RESULTS

- ☐ Improving **LTIF** across the group
- ☐ Improving ***accident and loss rates*** across the group





CONCLUSION

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- ✓ To increase **EFFICIENCY** and **COST EFFECTIVENESS** on today's technological advanced vessels we **must have** dedicated, experienced and motivated staff on board and ashore.
- ✓ This can only be achieved when a **POSITIVE** culture driven by the highest levels of management exists in the organization.
- ✓ **CONTINUOUS EFFORTS** are required to maintain this culture by focusing on the attitude and soft skills of both ship and shore staff.

CONCLUSION

- ✓ Our challenge as Managers and Operators, is not to manage our ships directly, but to MANAGE OUR SEAFARERS.
- ✓ If we succeed in this, our MOTIVATED CAPABLE and COMMITTED seafarers will then manage the vessels in the most efficient and cost effective manner possible.



THANK YOU!