

Maritime Skills Academy
Part of **Viking Maritime**
GROUP

Maritime Leadership Training



MSA



Cruise ships operate in demanding and highly dynamic environments, where optimum safety and performance are non-negotiable. To deliver this, captains, HODs, crew, and shoreside staff require superior leadership skills and human capability.

Organisational systems also need to be top-line, with the culture and climate on board also critical to outcomes and, ultimately, the client experience.

Recognising this, the Maritime Skills Academy (part of the Viking Maritime Group) has partnered with BZ Maritime Leadership to provide a holistic portfolio of professional services tailored for the cruise industry.





About Us

The Maritime Skills Academy (part of the Viking Maritime Group) is helping the maritime industry set new standards by delivering a higher level of deck and engine simulation and marine, fire, and STCW safety training.

We have three training centres strategically positioned around the globe, in Dover, Portsmouth, and Gibraltar, offering bespoke maritime training courses.

Today, focusing on personal service, the Maritime Skills Academy offers flag state recognised courses to over 5,000 delegates annually. As an approved MCA, GWO, Bahamas and Nautical Institute recognised centre, we have been delivering training to crew since 2016.

BZ Maritime Leadership was established to provide maritime consultancy, leadership development, and human capability training.

Their ethos is grounded in integrity and upholding the highest standards. With the founders' Royal Navy backgrounds, you can always be confident that safety, security, and confidentiality, are of paramount importance.

"The MSA prides itself on training that is exclusive and bespoke to our company ethos."





Training & Development Overview

We work to transform performance by delivering bespoke training solutions designed specifically for the cruise industry. Our training design is based on three fundamental concepts:

1

Holistic Development

Our innovative training integrates leadership and human capability expertise, ensuring concepts are interconnected for a comprehensive learning experience.

2

Inclusive Learning

We employ diverse strategies to create engaging, supportive environments that cater to all crew members, enhancing accessibility and participation.

3

Experiential Learning

Our dynamic approach moves beyond traditional training methods and uses advanced educational strategies. We leverage lived experiences, discussions, exercises, and video content, making training highly relevant to cruise ships and boosting memory retention by 75%.

We are able to deliver training on board, online, and offer hybrid solutions. Our workshops are bespoke and always designed to have a flexible format. This allows you to select the duration and timelines that maximise the impact without disrupting operations.





Training & Development

We provide a range of leadership development and human capability training for cruise professionals operating on board or in shoreside roles. The training is designed to deliver leadership and human capabilities for professionals to perform safely and excel in their roles. Training will upskill the lesser experienced leaders and crew, whilst also accelerating the professional growth of those who are already well-practiced or are more advanced in their career journeys.

See our Leadership & Human Capability Workshop portfolio for workshop titles and descriptors.

Consultancy

Consultancy Services are offered to cruise companies both ashore and on board to deliver high-performance and safety:

- Culture and Climate Assessments - evaluating organisational alignment, systems, and performance.
- Psychometrics for Selection & Recruitment
- Psychometrics for Leadership & Professional Development
- Leadership & Performance Coaching
- Conference Workshops & Keynote Speaking
- Conflict Resolution
- Wellbeing and Welfare Support

Human Resources (HR) Support – Performance Management, development of appraisal processes, recruitment, crew career development, training advice etc.



Leadership & Human Capability Workshop Portfolio

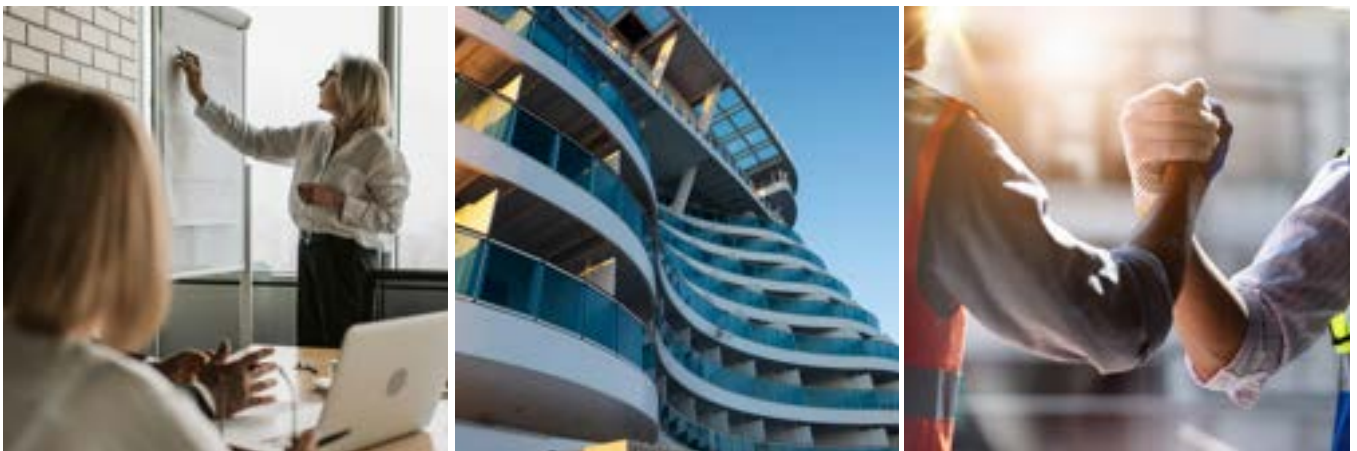
Mix and match the workshops to create a bespoke programme that aligns with a cruise ships requirements and available timescale. Use separately to conduct on-line Continuous Professional Development (CPD).

Delivery

- All topics, unless stated, can be delivered as **Standard** or **Compact format**.
- Standard Workshops are half a day and are available virtually or face-to-face.
- Compact Workshops are two hours in duration and delivered virtually.

Pricing

- All training and modules are priced depending on the length and number of people being trained.



Communication Skills Introductory & Enhanced

This interactive workshop empowers leaders to enhance their communication effectiveness in both routine and emergency situations. Leaders leave the workshop with a range of practical, ready-to-use skills focused on delivering individual and team performance.

Motivation & Engagement

Key motivational theories are explored enabling leaders to identify their own motivators while considering the drivers or demotivators of team members. Accessing crew motivators, leads to increased productivity, improved onboard morale, and better retention.

Thinking Skills & Decision Making

The workshop equips leaders with the understanding and techniques to critically analyse and evaluate problems. Attendees acquire an enhanced appreciation of the impact of pressure on decision-making and acquire important counter-strategies. Decision-making in emergencies will also be explored along with ethics and 'wicked problems.'

Management & Leadership Introductory & Enhanced

Explores a breadth of leadership theories to equip onboard leaders with a comprehensive understanding of approaches and styles, empowering leaders to adapt their interaction to maximise individual and team performance. Discussions explore a leader's use of power and use of differencing leadership styles.

Emotional Intelligence & Self Awareness

Emotional Intelligence (EI) is responsible for 80% of an individual's success and is an essential element in workplace training and performance. This workshop explores the five key areas of EI and considers the "So, what?" of EI and life on board. Developing EI and self-awareness increases team collaboration, improves resilience and role performance. This workshop will also complement Facet5, where undertaken previously.





Personal & Team Effectiveness

Essential skills for prioritising and organising tasks including effective time management, goal setting, and delegation. The workshop explores a range of theories and provides practical, user-friendly, tools to create more efficient teams, where senior leaders are able to step back and work at a more strategic level whilst developing emerging leaders.

Developing Positive Behaviours

Combines the promotion of healthy interactions with education on inappropriate behaviours. Participants engage in interactive activities that highlight the impact of both positive and negative actions on team dynamics. The workshop empowers crew to recognise, address, and prevent undesirable conduct, fostering a respectful and supportive onboard culture. Ultimately, enhancing psychological safety and contributing to a high-performing team environment.

Inclusive Leadership

Highlights the vital role leaders play in fostering and valuing diverse teams. Through interactive discussions and scenarios, participants explore the connections between thinking, feeling, and behaviour, while integrating concepts of Equity, Diversity, and Inclusion, Active Bystander, and Unconscious Bias. By empowering leaders to reflect on individual behaviours, this training enhances their ability to support team learning and personal growth, ultimately cultivating a psychologically safe culture.

Conflict Management

Unresolved conflict has a significant impact on professional deliverables as well as personal health. This course enables crew to consider what conflict is, the emotion behind it, and theories to support successful resolution.

Active Bystander

Empowers crew to confidently identify and intervene in instances of inappropriate behaviour, including harassment and bullying. By equipping participants with knowledge and practical intervention strategies, crew are prepared to take proactive action and address issues. This training fosters a culture of accountability, ultimately contributing to a professional and harmonious atmosphere on board.

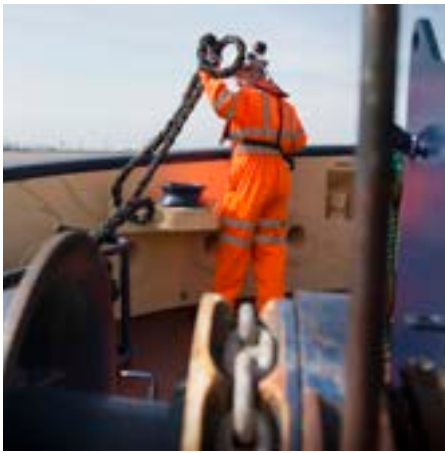
Mental Fitness & Resilience | Crew

A proactive stance on providing crew with the understanding and skills required to ensure they build and maintain good mental health.

Mental Fitness & Resilience | Leaders

Includes the skills and theories covered in Mental Fitness & Resilience (Crew) as well as building on the role of a leader in crew mental health and developing effective onboard policies and procedures.





Action Based Training | ABT

Face-to-face, practical, experiential learning, using ABT equipment to consolidate and enhance human capability. Adaptable tasks to meet learning and developmental needs of team and individuals. You can choose 1 of 5 ABT areas to focus on: Communication, Decision Making, Conflict, Problem Solving and Leadership. We recommend Communication as the basis for the first ABT training session. Sessions incorporate and consolidate material covered in any previous courses undertaken, ensuring that earlier training remains relevant and current. The nature of ABT necessitates that it is delivered face-to-face.

Maritime Onboard Trainer | Train-2-Train

This course delivers the necessary knowledge, understanding, and skills, required for crew to deliver highly effective exercises and training on board. Improving safety and engendering a professional culture enhances a cruise ship's reputation for investing in its crew and onboard safety. An excellent course if you want to develop an onboard learning culture. This workshop is held over two days and can be delivered face-to-face or virtually. Maximum eight crew.

"Even with 40 years of learning under my belt, the training taught me things I didn't know."

Our Client Base Includes

Bernhard Schulte Shipmanagement
Columbia Ship Management
Carnival Corporation
Camper & Nicholsons International
Edmiston Yacht Management
Premium Superyachts from 50m to 140m

Contact Us

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