

VENLYS

Maritime Specialisation Services

**Changing the Human Performance
for the Future**



VENLYS Safety Culture process evolves

- International Conference in Portugal

Brand-new Seminar & Tool

- Weak Signals Tool
- Chronic Unease, Weak Signals and Human Limitations
- Safety Awareness and Performance Management

Competence Management

- Training for assessors
- Crew Assessment Tool

Philippines Seminars

Navigate Response

- Rumours last forever... sometimes

Editorial

by Katerina Skourtanioti
Managing Director

Further to our 2nd visit at Philippines, 2019 altogether has embarked actively and quite promising! Our innovative new seminars which we developed to support our clients' evolving needs, are some of the news we would like to share.

Starting on this newsletter, we are excited to welcome very interesting articles from our top-class partnership, Navigate Response, the London based, strongest global network for crisis communication in the maritime industry; VENLYS represents Navigate Response in Greece.

VENLYS Safety Culture process evolves; International Conference in Portugal (21-22 November 2019)

VENLYS Maritime Specialisation Services, as the leading company in the Safety Culture Measurement in Greece, explores the aspects of Human Factors, assesses the Safety Culture and provides the implementation steps for **the evolution of the Safety Culture level to the next level by establishing a new safety perception as part of an overall proactive safety practice.**

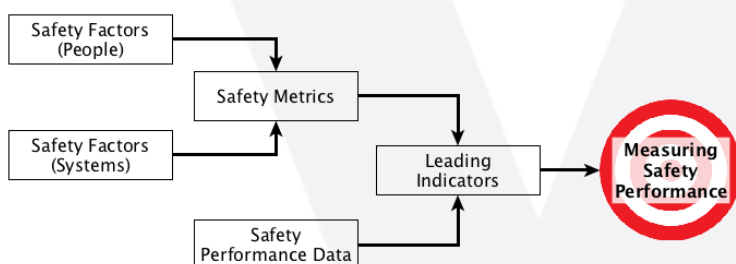
Maritime safety continues to be the focal point of concern due to the international nature of the operations and the multi-cultural staff. Although the maritime industry is overregulated, the effectiveness of extensive legislation to manage safety on-board ships remains in doubt.

For ships operators one of the greatest challenges has always been to provide, support and enhance their safety levels. VENLYS introduces innovative ways and tools to ensure safety in the maritime domain, **by shifting practical applications of safety from "as few things as possible go wrong" (SAFETY-I) to the "nouvelle vague" for the study of safety "as many things as possible go right" (SAFETY-II).**

VENLYS implements **innovative** approaches, complementary to each other, to assess, explore and capture the Safety Culture of shipping companies from various factors and perspectives.

Following the analysis an **Action Plan** is formulated, which contains actions for advancing the current Safety Culture to the next level. *After the finalisation of the Action Plan a question arises "is that enough?"*.

We continuously evolve our methodology with state-of-the-art additions to provide results of highest quality to our clients. In the previous issue of our newsletter we have announced the addition of specific factors that assist to the proper assessment of the Safety Culture.



The establishment of **Leading Indicators** is an innovative process for the identification, monitoring and the enhancement of Safety Culture in shipping companies **that is highly related with weak signals.**

Conference Participation - Leading the Shipping Industry into the Future

VENLYS Maritime Specialisation Services will participate in the International Research Conference **"Leading the Shipping Industry into the Future"**, which will be held on November 21-22 2019, in Carcavelos, Portugal. We will present our innovative methodology for assessment of the Safety Culture, at this highly reputable conference. Please stay tuned!

VENLYS Brand-new Seminars & Tools

In our continuous effort to provide services of highest quality we are in the pleasant position to announce the formulation of 2 ground-breaking seminars, **which can be offered globally for both shore and crew personnel.**

VENLYS Weak Signals Tool

VENLYS has initiated the development of a framework/process which will be focused **on the identification and dealing with weak signals**, for the performance and behaviour of personnel.

More details regarding the Weak Signals Tool will be presented in the next issue of our newsletter, or email to Mr. Alexandros Koimtzoglou at: alexandros.koimtzoglou@venlys.com.

Chronic Unease, Weak Signals and Human Limitations

Based on the safety message of “Risk Normalization and Unease Principles” as well as the Reflective Learning Weak Signals, this seminar will aid in the

comprehension of safety and safety levels from the attendees. In particular, special attention will be given to maritime safety, its value along with new ways of working with and achieving safety onboard.

The seminar will present the challenges of proper identification of weak signals as well as describe practical ways of understanding and enhancing the awareness of safety and that of weak signals.

Safety Awareness and Performance Management

This seminar aims at introducing the concepts of Behaviour Based Safety (BBS) and that of Resilience (in shipping) to the personnel of the company, both onboard and ashore.

Additionally, special focus will be given on enhancing employees’ personal safety accountability, in an effort to build and promote a proper safety climate among employees.

The balance between safety and productivity and its relationship with human factor and safety awareness will be presented.

Competence Management

Training for Crew Assessors

VENLYS Maritime Specialisation Services was focused on the competence management issue and we have **developed the 2-day training course “Training for Assessors”**, that is being delivered in cooperation with **DNV-GL worldwide**. The course adheres the principles laid out in IMO Model Course 1.30 and has been structured with the highest standards of quality by experts in marine safety and human factors. This course has started to have an increasing demand globally.

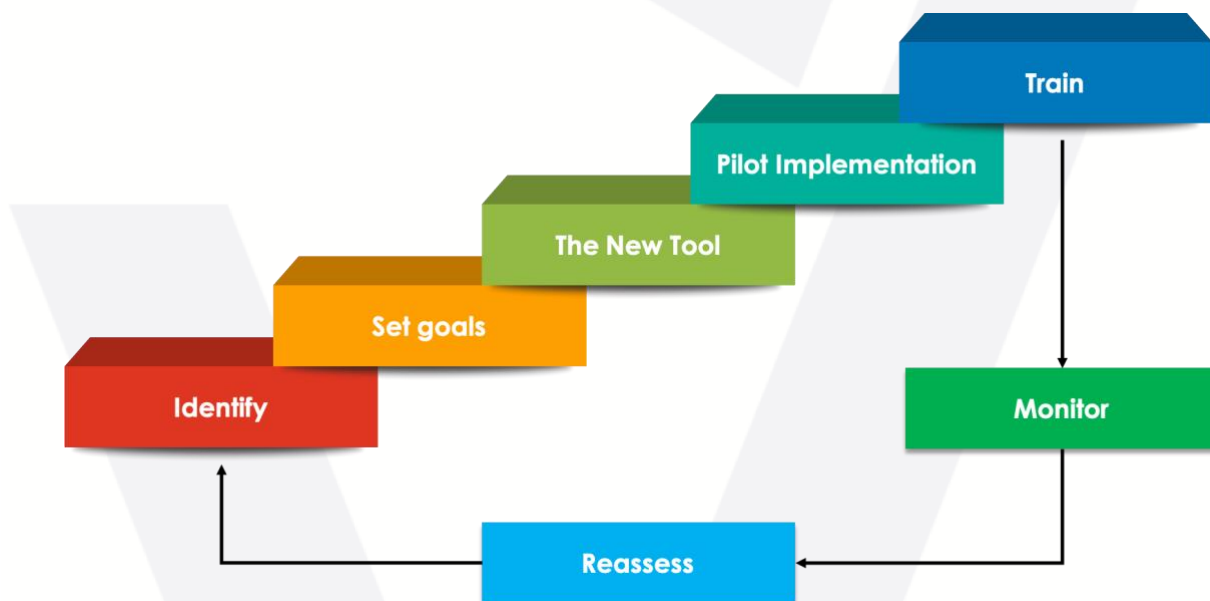
Crew Assessment Tool

VENLYS Maritime Specialisation Services introduced its **new crew assessment tool back** in March 2018, as we have announced in the previous issue of our newsletter.

The main purpose of this innovative tool is to make the assessment procedure of seafarers by appropriate shore personnel:

- More objective;
- Easier to implement; and
- Provide companies valuable data of crew assessments to evaluate training efficiency as well as identify training needs.

VENLYS's approach on this matter is shown in the figure below.



- **Step 1 (Identify)**
Examine the assessment process that is currently implemented to identify any deficiencies in the overall process.
- **Step 2 (Set goals)**
In collaboration with the client propose and set more appropriate and objective metrics/standards.
- **Step 3 (The New Tool)**
The compilation of a new tool/process based on the previous steps.
- **Step 4 (Pilot Implementation)**
A pilot implementation, guided by VENLYS, will be performed so as assessors to fully understand all aspects of the process.
- **Step 5 (Train)**
Assessors will be properly trained to familiarise with the new process.
- **Step 6 (Monitor)**
VENLYS will monitor the process to evaluate the progress of the new tool and if required readapt it to the needs of the client.

VENLYS Philippines Seminars

2nd visit to Philippines

We are very proud that we successfully managed to accomplish our 2nd visit to Philippines, where we conducted various seminars from 28th of January to 8th of February 2019. In particular, we performed the following set of seminars:

- Resilience seminars;
- Building Human Behaviours for SIRE inspections;
- Safety intelligence (Visible leadership and effective communication).

A significant number of shipping companies **trusted us** to train their Filipino seafarers at their homeland.

Seafarers showed significant interest to these seminars and expressed their satisfaction and gratitude as this effort empowered their perception that their company indeed cares for them.

VENLYS Maritime Specialisation Services would like to thank the management and teams of every company in Philippines for their kind hospitality and support towards the successful completion of these seminars. We are committed to see you all soon!

Future visit to Philippines

In our continuous effort to cover the demanding needs of our clients, we are in the pleasant position to announce that VENLYS Maritime Specialisation Services **next visits to Philippines will take place at:**

- **mid May 2019;** and
- **the end of August beginning of September 2019.**

In case you are interested to learn more details for this issue email to Mr. Alexandros Koimtzoglou at: alexandros.koimtzoglou@venlys.com.

Navigate Response – Crisis Communication for Shipping



Rumours last forever...sometimes

*By Dustin Eno,
COO & Crisis Response Manager, Navigate Response Ltd.*

A few months ago, I got a taxi at Athens airport and headed into the city. The driver asked me what business I was in and I responded “shipping” and then added “we work with many Greek shipowners and ship-managers.”

The driver looked puzzled. He solemnly explained that Greece used to be a great nation of shipping, but that there were hardly any Greek shipping companies left – they’d all moved to Cyprus he said.

I spent the next 20 minutes trying to convince him that Greece is still the leading ship-owning nation, that shipping is a vital part of the Greek economy and that many of our clients are shipping companies in Greece. But, try as I would, the driver was convinced that the shipping companies had left. He’d heard this and he was sure it was true.

Once an idea is fixed in someone’s mind, it’s difficult to dislodge it. It is much better to ensure that negative, destructive and ill-informed ideas never take hold – this is the job of good crisis communications.

My taxi driver believed shipping in Greece was dead for three reasons – none of them had much to do with the facts.

1. He'd heard from multiple sources that he trusted (family, friends, radio, etc.) that shipping companies were leaving for Cyprus.
2. The claim made sense to him. It seemed believable. It fit with other things he thought he understood about the Greek economy and corporate taxation rates.
3. He'd repeated it. Having heard about and then "understood" the demise of Greek shipping, he'd shared it with countless passengers; each repetition further solidifying the idea in his mind.

This is the recipe for fixing an idea in someone's mind whether they're a taxi driver believing a national industry is dead or they're a coastal resident believing that tanker companies don't care about pollution.

Beliefs are formed all the time, but in a crisis, there is a rush of new opinions formed. These opinions quickly build on each other as people talk and in a matter of hours people may believe the worst about the companies involved and demand that they be punished.

Crisis communications aims to interrupt all three stages of belief formation.



1. We ensure that the correct information about a situation is circulating and either replacing or at least countering rumours.
2. We explain, demonstrate and provide proof points to back up our side of the story within a context that will be relatable to our audience to help our account appear believable.
3. We can't stop people talking (nor should we want to), but through success in the first two stages we can turn this step to our advantage – let's get residents talking about what a great job the tanker company is doing cleaning up the spill.

People will usually believe the worst unless you give them a reason to believe the best. Either way, once they've made up their mind, it's very hard to change it.



Maritime Specialisation Services

7th Ikarou str., Kifissia, 14564, Greece
 Tel: +30 210-6207758 (4 lines)
 Mail: info@venlys.com

Representative Navigate Response
www.navigateresponse.com
 24/7 INCIDENT LINE: +44 (0)207 283 9915

The previous versions of our newsletter can be found in our website: www.venlys.com

To unsubscribe from our list please email at:
info@venlys.com