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No Buzzwords. No Platitudes. Just Lessons in Leadership.

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Leadership Lessons from the Wheelhouse

Wheelhouse? Yes, literally. Managers and executives have always turned to CEOs and generals to study leadership, but there is a hidden crucible for inspiring frontrunners that deserves our attention: the wheelhouses of the captains who navigate the mighty Mississippi.

Leading a team of colleagues to success is a challenge in any business. Throw in the forces of nature and all the hazards of one of the world's busiest trade routes and you've got an even sterner test. The captains who pilot cargo up and down the Mississippi are responsible for billions of dollars worth of commerce in an environment where failure might be measured in terms of life or death, not just dollars and cents. This unique combination of intense pressure and everyday tasks calls for steadfast, effective leaders – reacting quickly to change and making it possible for diverse personalities to work together toward a common goal.

INSIGHT AND IMPACT

The generational insights shared at these two presentations have paved the way for more reciprocal communications company-wide. Managers report that individuals left the presentations asking themselves “how can we use this knowledge to be more effective in our business” – a mindset that is embraced by both the young professionals seeking ways to become more engaged in the company and the tenured staff who see greater incentive to listen to and encourage younger employees. This increased awareness has helped propel existing programs to greater heights while simultaneously creating energy and

a shared sense of purpose to support new ideas. The Young Professionals Employee Resource Group recently launched a successful case for their “Go Green” program, in part fueled by the confidence instilled through the generational awareness program and increasingly receptive minds of their leadership and peers. The results have been far-reaching as employees continue to discuss generational differences and communication solutions on a daily basis.

Cam Marston has spent hundreds of hours in the wheelhouse interviewing captains and crew, watching them react to environmental challenges and manage through generational discord in an environment where failure is simply not an option. Today, he brings those leadership lessons together with his demographic-expertise to help you reach your leadership and business goals in the swirling currents of today's workplace.

Cam discovers the value of leaders who:

- Are responsive and keep the team on the same wavelength
- Lead with true authenticity and transparency
- Communicate clearly, directly, and personally
- Provide quick course corrections
- Convey the big picture
- Mentor and guide their team members

Even in an industry known for its strict, time-honored traditions and protocol, leaders must adapt to today's changing workforce. The message to leadership: your goal is always the same – sales, profitability, service excellence, success – but the way you lead must adapt to your crew.

Leadership Lessons from the Wheelhouse includes tips for inducting today's workforce quickly, and retaining them to serve the team. Participants will leave with an understanding of the Do's and Don'ts of leading today's workforce – as demonstrated by the riverboat captains who have to get it right the first time.

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