

# SUBMARINE WAY

TRAINING THAT IGNITES INCLUSION

## THE BUSINESS CASE FOR THE SUBMARINE WAY



# THE SUBMARINE WAY

The Submarine Way is an inclusion system so unique we are seeking both a trademark and a patent for the business model

An inclusion system designed to be woven throughout everything from onboarding, to individual and team professional development, to advocacy, and mission focus



## Methodology:

- Strengths Based - Inclusion Focused - Mission Oriented

## System:

- Check In
- Everyone Matters If They Contribute
- Crew-Munity
- Ombudsman
- Mission

Process: **C.O.R.E.**



Why has engagement remain unchanged for 20 years despite thousands of assessments, focus groups, action planning sessions and countless hours of focus?



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## The Approach Achieves:

- Clear and immediate focus on expectations and role
- Establishes the importance of strength based development
- Builds teams based on contributions, not org charts
- Reduces or eliminates harassment and bullying
- Increases engagement and a results focused mindset
- Provides benefits well beyond what traditional inclusion programs do



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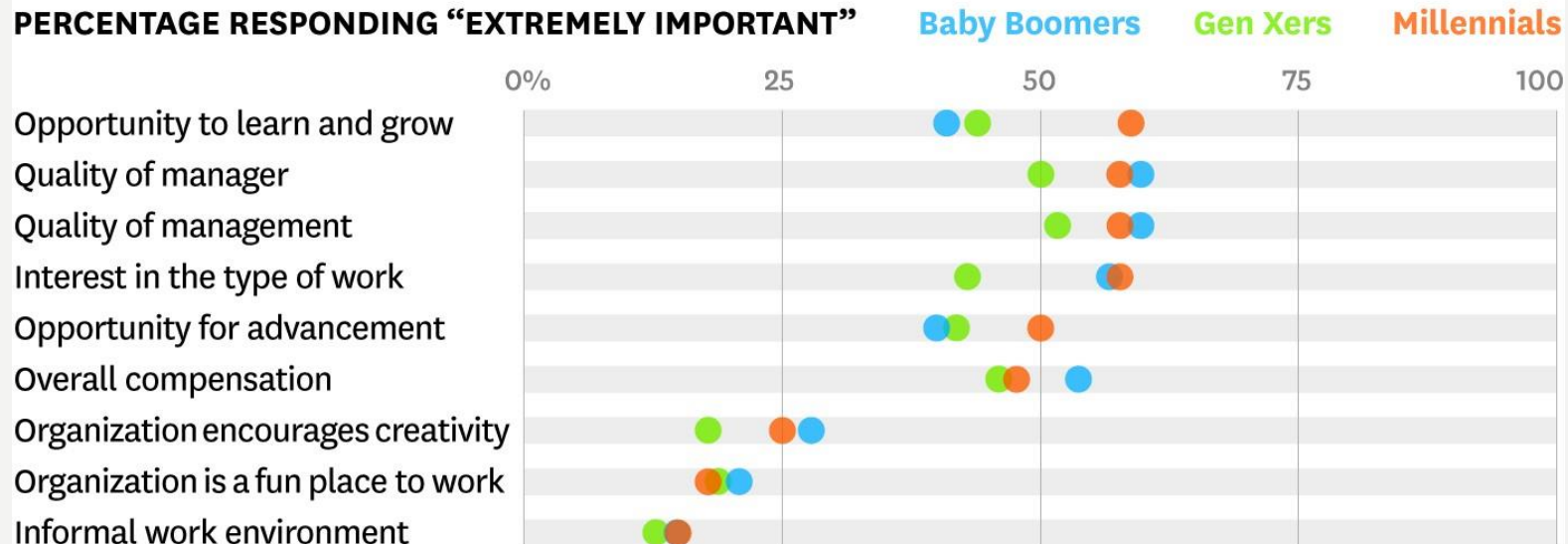
Why professional development?  
There's clear ROI:



## What Different Generations Look for When Applying for a Job

According to a survey of 1,700 U.S. workers.

### PERCENTAGE RESPONDING “EXTREMELY IMPORTANT”



Learning and growing along with the quality of managers is extremely important to ALL generations

Without these poor engagement, poor productivity and higher absenteeism is likely

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## Why US?

- Based on the 100 year successful history of integration and inclusion on submarines
- Learning that teaches, engages and changes behavior
- Practical and organic use of tools
- Training that is not separate from leadership and professional development, but is fully immersed in it



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What is your specific return on investment?

- Gallup found when people strongly agree with the statement “someone at work encourages my development” they have a 90% engagement level
- Higher engagement drives 21% higher productivity, 20% higher profitability, reduces turnover by 53% and safety incidents by 70% to name just a few..
- The Submarine Way drives engagement through inclusion



# THE SUBMARINE WAY

What's next?

- A conversation prior to getting underway?
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