



## Lead-HER-ship

Steer Your Ship in a New Direction, to Address Changing Tides, New Crew Members, and an Obsolete Fleet

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# Lead-HER-ship

Steer your ship in a new direction to address changing tides, new crew members, and an obsolete fleet.

- Identifying and owning your leadership style
- Adapting your approach to changing dynamics
- When to call for help (and who to call)
- Navigating tumultuous market factors



# Lead-HER-ship

Identifying and owning your leadership style

- Identifying it
- Owning It
- Improving It
- Maritime Flag K (Kilo)
  - Maritime Meaning: "I wish to communicate with you."
  - Leadership Relevance:
    - Emphasizes the importance of communication.
    - Effective leaders initiate dialogue, fostering collaboration and clarity within their Teams.







# Lead-HER-ship

Identifying and owning your leadership style

## Identifying it

- Manager vs Subordinate
- Who you like vs Who you want to be
- New Team members

## Owning It

- Positive & Negative Traits
- Plan to improve

## Improving It

- Age-in and Age-out
- Don't phone a friend

## Tools & Resources:

- Insights Discovery: [Insights Discovery](#)
- Impulse: [Impulse Brain Training](#)

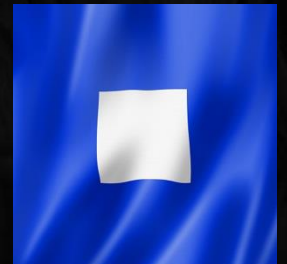




# Lead-HER-ship

Adapting your approach to changing dynamics

- Defining change
- Adapting your approach
- A B C : Always Be Changing
- Maritime Flag P (Papa)
  - Maritime Meaning: "All persons should report on board as the vessel is about to proceed to sea."
  - Leadership Relevance:
    - Reflects preparation and mobilization.
    - Leaders must rally their Teams and ensure everyone is aligned and ready for a new initiative or challenge.





# Lead-HER-ship

Adapting your approach to changing dynamics

## Defining Change

- What is Working & What is Not
- See things from another perspective
- Address Changing Tides (Align the Team)

## Adapting Your Approach

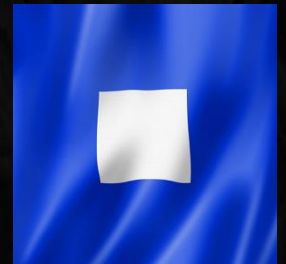
- New Team, New Ideas
- Plan to improve

## Always Be Changing

- Embrace AI, Approach with Caution
- Nice to Have vs Need to Have

## Tools & Resources:

- APPA, [PLUGandPLAY](#), [Leap Venture Studio](#), [Purina PetCare Innovation](#), [Cambridge Pet Tech](#)



# Lead-HER-ship

When to call for help (and who to call)

- When to call for help
- Sending out an S.O.S.
- Personal vs. Personnel
- Maritime Flag Z (Zulu)
  - Maritime Meaning: "I require a tug." or "The fate of the Empire rests on this battle."
  - Leadership Relevance:
    - Suggests seeking assistance or rallying for a critical effort.
    - Great leaders recognize when to ask for help.
    - Great leaders know when to inspire maximum effort in pivotal moments.





# Lead-HER-ship

## When to call for help (and who to call)

### When to call for help

- Identify early
- Growth & Development
- Burnout

### Sending out an S.O.S.

- Who to call
- Where to seek help
- Mentor, Self-Learning, CE

### Personnel

- Contingency Planning
- New crew members
- Onboarding & retention

### Tools & Resources:

- [Industry Mentors Advice to Future Leaders](#)

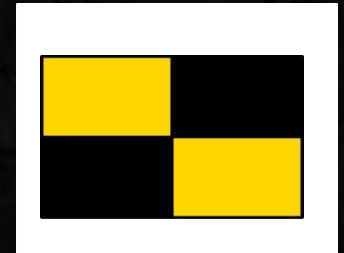




# Lead-HER-ship

Navigating tumultuous market factors.

- Current market factors
- Future market factors
- Assess, repair, embark
- Maritime Flag L (Lima)
  - Maritime Meaning: "You should stop your vessel instantly." or "I have something important to communicate." (in harbor)
  - Leadership Relevance:
    - Symbolizes decisive action and urgency.
    - Leaders must know when to pause operations to address critical issues or share vital information.



# Lead-HER-ship

Navigating tumultuous market factors

## Current Market Factors

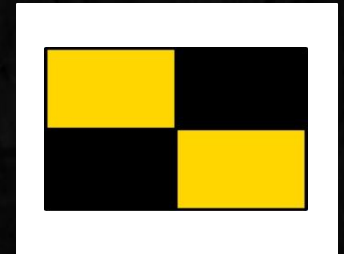
- Shrinking markets, digital access & delivery
- Obsolete Fleet – margins & products

## Future Market Factors

- Fully digital, subscription
- A generational shift in crew & customers
- Share vital information

## Assess, Repair, Embark

- Contingency Planning
- Steer your ship in a new direction



# Flag Q (Quebec)



- Maritime meaning: “My vessel is healthy, and I request free clearance to enter port.”
- Leadership relevance:
  - Indicates readiness and integrity.
  - Leaders must ensure their Team or organization is in good standing.
  - Leaders must be prepared to engage with external stakeholders.