



# Press Release

## NEW PROFESSIONAL CREW COACHING WORKSHOP LAUNCHED

Alison Rentoul, The Crew Coach, has launched a new two day workshop for yacht crew, designed to maximize the personal and professional potential of individual team members, while reinforcing their roles and objectives and giving yacht Owners and managers what they really want: Great service!

With the additional benefits of enhancing crew cohesion and motivation, this on board group workshop also incorporates separate sections for the senior crew to learn important people management skills, giving them the essential tools and techniques to really get the most out of their teams.

Over the course of two days using the latest innovative and highly interactive training techniques, a "Crew Coaching Workshop" takes crew on a fun and educational journey, giving them a deeper understanding of the operation of the yacht, how they fit into the team and how a professional yachting career can enable them to achieve their own personal objectives.

Today ever-increasing yacht sizes mean larger crew teams, but longevity of crew is declining, resulting in the emerging problem of a shortage of mid-level experienced crew. This makes good people management and yacht crew professional development a top priority - to encourage valuable crew to stay in the industry and advance in seniority.

This workshop is aimed at providing the finishing touch to the much welcomed professionalisation of an industry that has seen incredible growth in the last 10 years. Making yachting a satisfying and rewarding longer term career choice for many will save owners and managers money. Crew turnover and training costs diminish while service levels increase through greater consistency and loyalty. Revenue generation is enhanced by better care of the vessel and improved charter reputation. Industry wide it will help reduce the shortage of mid-level experienced crew through better man management and improved job satisfaction for individuals.

Captain Roy Dance of 57m MY Zenobia says "...this workshop - using a highly interactive and fresh approach... was on the whole a thoroughly worthwhile exercise which taught me - and my crew - a lot."

Combined with her personal one-to-one professional career and life coaching for yacht crew, Alison Rentoul is on a mission to bring greater awareness of the benefits of personal development to an industry populated with highly intelligent and capable people. Ultimately everyone benefits when the industry recognises and respects the potential of the individuals providing the high quality service on which it is built.

Based in the South of France and with more than 12 years of yachting industry experience, Alison Rentoul The Crew Coach is ideally placed to work with crew teams of all sizes and a wide range of operating objectives.

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