

... CASE STUDY

A Modern Leadership Program at Berge Bulk for a Traditional Industry

Challenge

Berge Bulk identified the need for a standardized leadership program across the organization. The learning team at Berge Bulk, whose diverse workforce was spread globally, aimed to provide a strong foundation and common language of leadership that would define a "Berge Bulk Leader," from self-leadership, through leading others, to leading the organization. Along with safety leadership, softer leadership skills such as coaching, giving feedback, and building effective teams was important to allow leaders to grow and develop their teams beyond their day-to-day activities.

Solution

GP Strategies® utilized a design-thinking process to ensure that the program could be developed in a way that met learners' needs whilst coming in on budget. The COVID pandemic hit shortly before launch, resulting in the need to completely transform the program to be delivered efficiently to seafarers who were now stationed onshore in their respective countries. Fast thinking and collaboration coupled with the agile design-thinking methodology made it possible to redesign the entire program into a virtual delivery without losing its essential components.

Business Impact

Over the course of the program, Berge Bulk has started to see an improvement in learners' perception. During the feedback forums, learners' top responses centered around the effective use of technology as it maximized officers' time for learning without the need to commute. The program's considerable progress in effectiveness and efficiency has led to a digital shift for other various programs within Berge Bulk.



Through the program, I discovered new strategies in leading people, and found some areas where I need to improve myself as a team leader.

– Vasyl Stukalo
Ukraine



RESULTS

28% cost savings was realized on leadership development training

96% of respondents said the course was effective

92% recommended the course to a colleague

