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COURSE BROCHURE

# Shipping Management, Leadership and Strategy Training Course

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**jupiterprime.uk**

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

# Shipping Management, Leadership and Strategy Training Course

**Ref:** 836_31765 **Date:** 25 – 29 January 2027 **Location:** Barcelona **Fees:** 6200 GBP

Shipping Management, Leadership and Strategy is a 1-week training course for shipping company managers, fleet superintendents and commercial leads, built around one work product: a Shipping Company Strategy and Leadership Plan. Owners and operators now face tighter emission rules, crew shortages and charterer scrutiny at once, so the way a company sets direction and leads ship and shore staff decides its standing. Jupiter Prime Training runs this course for shipping leaders.

## Why Shipping Management, Leadership and Strategy Matters Now

Three forces press on shipping companies today: decarbonisation rules that change which vessels stay employable, charterers and cargo owners who vet operators on safety and emissions records, and a seafarer market where retaining competent officers is harder each year. A company that reads these forces early can renew its fleet, keep its vetting record clean and hold its best masters. The course rests on recognised strategy models such as PESTLE scanning, Porter's Five Forces and the Balanced Scorecard BSC, applied to owners, operators and ship managers.

## Who Gains Most from Shipping Management, Leadership and Strategy

- Fleet managers responsible for technical standards, dry-docking choices and vessel employability
- Commercial leads who position tonnage with charterers and cargo interests
- Marine and crewing superintendents who shape officer retention and onboard culture
- Heads of HSEQ who link vetting results and incident learning to company direction

Owners and ship managers that send their commercial, technical and crewing heads together gain most, because the plan they build needs all three views.

## Shipping Management, Leadership and Strategy Capabilities

Participants learn to tie fleet, crew and charter decisions to one direction.

- Assess the forces acting on a fleet with PESTLE and Five Forces scans — owners' renewal decisions
- Design a fleet positioning statement by segment and trade lane — chartering and commercial leads
- Build a ship and shore leadership approach that supports officer retention — crewing and marine heads
- Weigh decarbonisation pathways for each vessel class — technical directors and owners
- Specify a Balanced Scorecard of fleet KPIs — boards and ship management clients

## Key Shipping Management, Leadership and Strategy Terms

- Ship manager — a company that runs technical, crewing or commercial operation of vessels for an owner.
- Vetting — the inspection and screening process charterers use to judge whether an operator's vessel is acceptable to carry their cargo.
- Fleet renewal — the planned replacement of ageing or inefficient vessels through newbuilding, purchase, sale or recycling.
- Carbon intensity — the emissions a vessel produces per unit of transport work.
- Balanced Scorecard BSC — a performance model linking financial, customer, process and learning measures to one strategy.
- Ship-shore interface — the working relationship between vessel crews and office staff on decisions, reporting and support.

## Shipping Management, Leadership and Strategy Day by Day

### Day 1: The Shipping Company in Its Environment

- PESTLE Scan of the Shipping Sector — Forces Shaping Fleet Direction
- Porter's Five Forces for Owners and Operators — Bargaining Power With Charterers
- Owner, Operator and Ship Manager Business Models — Choosing a Company Role
- Charterer Vetting and Cargo Owner Expectations — Commercial Acceptance Risk
- Stakeholder Map of Flag, Class and Insurers — Who Shapes Company Choices

### Day 2: Fleet Positioning and Commercial Direction

- Segment and Trade Lane Selection — Where the Fleet Competes
- Spot Versus Period Employment Mix — Earnings Stability Against Upside
- Fleet Renewal Options Appraisal — Newbuild, Second-Hand or Recycle
- Decarbonisation Pathways by Vessel Class — Retrofit or Replace Decisions
- Customer Proposition for Charterers — Differentiating an Operator's Service

### Day 3: Leading Ship and Shore Teams

- Situational Leadership for Masters and Superintendents — Matching Style to Crew
- Officer Retention and Career Paths — Reducing Crew Turnover Costs
- Just Culture and Incident Learning — Reporting Without Blame Onboard
- Multicultural Crew Communication — Clear Orders Across Languages
- Ship-Shore Interface Agreements — Defining Support and Escalation Lines

### Day 4: Risk, Performance and Fleet KPIs

- Enterprise Risk Register for a Shipping Company — Prioritising Fleet Exposures
- Balanced Scorecard for Fleet Operations — Linking KPIs to Direction
- Off-Hire, Downtime and Technical Performance Measures — Vessel Reliability Targets
- Carbon Intensity Tracking by Vessel — Charterer and Lender Reporting
- Board and Owner Reporting Packs — Informing Investment Decisions

## Day 5: Practising the Shipping Company Strategy and Leadership Plan

- Applying the Forces Scan to a Case Fleet — Setting Strategic Priorities
- Positioning a Tanker and a Bulk Carrier Fleet — Testing Commercial Choices
- Leadership Case on Crew Retention — Agreeing Ship-Shore Actions
- Scorecard Calibration Exercise — Choosing Five Measures That Matter
- Shipping Company Strategy and Leadership Plan — Presenting to an Owners' Panel

## Applying Shipping Management, Leadership and Strategy After the Course

- Run a PESTLE and Five Forces session with commercial and technical heads to agree the top three fleet priorities.
- Draft a fleet Balanced Scorecard with off-hire, vetting and carbon intensity measures and test it against last quarter's results.

## Shipping Management, Leadership and Strategy Questions FAQ

### What is shipping management, leadership and strategy and why does it matter now?

It is the discipline of setting a shipping company's direction and leading its ship and shore staff toward it. It matters now because emission rules, charterer vetting and crew shortages all reward operators that plan early and lead consistently.

### Which roles gain most from shipping management, leadership and strategy training?

Fleet managers, commercial leads, crewing and marine superintendents and HSEQ heads gain most. Their decisions shape fleet employment and crew retention.

### How does shipping management, leadership and strategy differ from a maritime economics course?

It focuses on company direction and leading people rather than market modelling. Economics courses examine freight rates and valuations; this one covers positioning, crew leadership, risk and fleet KPIs.

### What do you bring back from shipping management, leadership and strategy training?

You bring back a strategy and leadership plan for your company or fleet. It sets priorities from a forces scan, a positioning choice, ship-shore leadership actions and a scorecard of fleet measures ready to share with your owners.

## Shipping Management, Leadership and Strategy: The Way Forward

The Shipping Company Strategy and Leadership Plan first informs which segments and vessels the company commits to over the next renewal cycle. Commercial leads, fleet managers and crewing heads use it to align charter choices, technical spending and officer development. After its first use, the scorecard deserves revisiting, since vetting and carbon intensity results show quickly whether the chosen direction holds.