



WHITE PAPER:

Creating the maritime leaders of tomorrow

Delivered by
KNect365
Maritime

Whether it's tomorrow or fifty years from now, and whether we like it or not, a transition in our workplace is coming and it will impact us all.

Pervasive and complex organizational change are often the most stressful changes for employees. However, it is often external influences which bring the greatest challenges.

From impending environmental regulations to operational changes brought about by digitalisation, the transformation of the maritime industry is in full effect, yet few consider the impact these factors have on the workforce.

At times of change, an organisation's culture is an important linchpin in determining successful transition, and the culture of an organisation is defined by the beliefs and capabilities of the leader. And in times of change, organisations often look to leaders for guidance.

KNect365 Maritime will be producing a whitepaper exploring the definition of leadership in the maritime industry, determining the value of strong leadership in an organisation, and the benefit of excellent change management skills.

The paper aims to define the success factors for the organisational, environmental and digital transformations taking place in the maritime industry through:

- Defining what leadership is and the role of leadership in the maritime industry
- Determining the consequences of weak leadership
- Finding out why it's important for an organisation to have strong leaders
- Identifying the qualities of a good leader
- Discovering how to create positive work environments in challenging places
- Asking why some leadership and management styles that work better than others

The paper will be drafted by our editorial team after consultation with industry stakeholders. The finished product will be a downloadable PDF of between 10 – 12 pages in length, featuring bespoke design work from the KNect365 creative team.

How you can contribute

If you'd like to contribute, you can do so in the form of a one-page Q&A-style interview conducted with yourself or an appropriate spokesperson from your company. The interview will explore your perspectives on this topic.

Benefits

- Sharing your company's unique perspective is a valuable thought leadership opportunity,

- The paper will feature your organisation’s branding on the cover sheet and in relevant promotional materials (such as emails and social media banners), driving visibility with decision makers,
- The contact details of consenting readers will also be shared with you for your own marketing or research purposes.

How the finished product will look (examples)

Example of the lead generation form

The screenshot shows a lead generation form for 'Flame'. The form includes the following fields: Country (dropdown), Salutation (Mr., Mrs., Dr., etc.), First Name, Surname, Email, Phone Number, Job Title, and Company Name. Below these fields are checkboxes for 'via Email', 'via Telephone', and 'via Post'. To the right of the form, there is promotional text: 'Can natural gas survive in a renewable energy future?', 'Will technologies like SMR Hydrogen, P2G and Biomethane secure the gas networks a place in a low carbon energy system?', 'How will the decarbonisation of the gas networks progress over the medium to long term?', and 'Download our new report to find out.' Below the text is an image of a report cover titled 'Flame Gas in a Low Carbon Energy System' and the text 'Delivered by KNect365 Energy'.

Examples of previous whitepapers



Get in touch with Sponsorship Manager **Kirta Vekaria** to find out how you can get involved.
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