

“My 2019 speech *Steer Your Ship through Uncertainty and Change* shows organisations how to embed a culture that can **weather any storm**, embrace change, provide safety in uncertainty and develop brilliant, resilient people.”



Relatable and Applicable

“Brendan was excellent. He is a great story teller who was also able to share valuable leadership insights that we could easily relate to and apply to our roles.”



An Inspiring message

“Inspiring and thought-provoking insights, delivered with a tailored message that was impactful and translated well for our teams.”



Trusted to deliver

“You would never have guessed that it was Brendan's first time delivering this speech to Continental. He was very accomplished”



# Take Aways

## Models

### The Trust Equation

$$\text{Trust} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$

The EEC model for approaching a 'challenge conversation'

E - Evidence (head)

E – Effect (heart)

C - Change

## Key Take Away Messages

“Building and maintaining **trust** is key to successfully navigating change.”

“Leaders need to **invite autonomy** from their reports, which allows their team to stand to its full height.”

“We all need to **actively invite feedback** – saying “my door is always open” is not enough.”

“How you emotionally respond to failure, setback and disappointment will be emulated by your team”

“Your mood counts for **at least 50%** of the mood of your team”

“Only use blame in the event of gross negligence or malice – everything else is a **learning opportunity.**”

“Mature leaders create a culture of **ownership** and strive to change from a **heroic** to **servant** leadership approach”

“In uncertain times, the sound of success is **honest conversation.**”

# Steer Your Ship through Uncertainty and Change Speech in Detail

Brendan shares three stories from his Round-the-World Yacht Race experience, each looking at a different facet of High-Performance teamwork in a uncertain, rapidly changing environment.

## Trust



## Challenge & Growth Mindset



## Ownership Culture

Brendan begins the story of his leadership journey and the realisation that his **non-collaborative**, low Emotional Intelligence behaviour had degraded the trust the crew felt in him and in each other. The crew were about to sail through the treacherous Southern Ocean (meaning big danger and uncertainty) and Brendan knew the level of trust on board had to be rebuilt. *Fast.*

He used the Trust Equation (below) as a lens to look at trust issues within the team and ultimately used it as the basis for rebuilding a trusting team environment, which the team sustained for the next 10 months of the race.

$$\text{Trust} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$

Brendan continues the narrative, sharing the story of his team's first major disaster on the race, where their boat was badly damaged in a dangerous storm.

His team dealt with this setback poorly at first, venting their frustration and disappointment in non-productive ways. Upon team reflection, they realised that how they collectively learned lessons and avoided a blame culture in the aftermath of disasters like these was going to be critical to their overall success and they vowed, as a team, to *only learn the hard lessons once.*

Brendan shares the crowd-sourced thinking strategies and debrief mechanisms by which his team developed a **healthy-challenge, growth mindset** and became a floating 'learning organisation'.

By the end of the race, this aspect of their culture was their single biggest competitive advantage.

In this final story, Brendan shares the climactic story of his team's crossing of the North Pacific Ocean, where he was forced to leave his vessel to assist an injured skipper on a competing yacht, leaving his crew of amateurs to sail for the next 4 weeks without him on board, through some of the harshest, most dangerous conditions in the world.

They were only able to step up and achieve this enormous task because they had been given **full psychological ownership** from the beginning, acting with **autonomy and full engagement.**



## 2018 in Review: Top organisations trusted Brendan with their audience's time

# SWAROVSKI

Meaningful business learning

“Brendan delivers an engaging experience that translates directly into meaningful business & team building learnings that will help our team stay ahead of the competition.”

## BAE SYSTEMS

Brilliant Feedback

“His style, approach and engagement had everyone gripped. The feedback has been brilliant.”

Penguin  
Random  
House

Top class

“Articulate, inspiring, entertaining and full of great practical advice.”

## GM

Leadership in a VUCA world

“A compelling take on leadership in an VUCA world, told by a consummate storyteller. 1 hour felt like 10 minutes.”

Thought Provoking

“A professional and thought provoking session that helped us better understand our current organisational challenges”

## SKANSKA

Awe Inspiring

“Awe inspiring – Brendan turns a personal challenge into valuable leadership lessons for all”

# About Brendan

Motivational Speaker.

Leadership Author.

Round the World Yacht Race Winning Skipper.

In 2009, Brendan skippered a racing yacht in the ultimate long distance challenge, The Clipper Round the World Yacht race – a 35,000-mile circumnavigation of the globe, contested by amateur crews in identical racing yachts.

Although Brendan was the youngest and least experienced skipper in the race, he and his team won it in convincing fashion. He didn't win because he was the best sailor or strategist, but because he created the most **engaged and empowered on-board culture, with a compelling vision, strong values and a continuous-improvement mindset.**

Brendan is an international keynote speaker and leadership workshop facilitator, who shows organisations how to positively develop their own internal culture, in the face of **change, disruption and uncertainty.**

