



# THE ROLE OF LEADERSHIP IN THE MARITIME INDUSTRY TRANSFORMATION

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# OUTLINE

- Overview
- Top Global Maritime Industry Trends
- Key Challenges
- The Nigeria Maritime Industry
- The Role of Leadership
- The Critical Shifts for Leadership to Drive Transformation
- Wrap up

# OVERVIEW

The Maritime Industry includes all stakeholders engaged in the business of;

- designing, constructing and manufacturing vessels or component parts,
- acquiring, operating and supplying vessels or component parts
- repairing and/or maintaining vessels, or component parts thereof: of
- managing and/or operating shipping lines,
- stevedoring and customs brokerage services,
- shipyards, dry docks, marine railways, marine repair shops,
- shipping and freight forwarding services and similar enterprises
- Ports authorities and management
- Governance, Policies and Regulation

# TOP GLOBAL TRENDS 1

- **Growing protectionism**

- on the demand side, the uncertainty arising from wide-ranging geopolitical, economic, and trade policy risks, as well as some structural shifts, have a negative impact on maritime trade.
- inward-looking policies and rising protectionist sentiment that could undermine global economic growth, restrict trade growth and shift trading patterns.

- *“While the prospects for seaborne trade are positive, these are threatened by the outbreak of trade wars and increased inward-looking policies,” ..... “Escalating protectionism and tit-for-tat tariff battles will potentially disrupt the global trading system which underpins demand for maritime transport.”*

- UNCTAD Secretary-General Mukhisa Kituyi

# TOP GLOBAL TRENDS 2

- **Technological advances**
  - the continued unfolding of digitalization and e-commerce,
  - the implementation of the Belt and Road Initiative.
  - These bear major implications for shipping and maritime trade.
  - Technological advances such as blockchain applications, cargo and vessel tracking, autonomous ships, and the Internet of Things, hold opportunities for the global shipping industry

# TOP GLOBAL TRENDS 3

- **Excessive capacity**

- from the supply-side overly optimistic carriers competing for market share may order excessive new capacity, thereby leading to worsened shipping market conditions.
- This will upset the supply and demand balance and have repercussions on freight-rate levels and volatility, transport costs and earnings.

# TOP GLOBAL TRENDS 4

- **Consolidation**

- The liner shipping consolidation through mergers and alliances has been on the rise in recent years in response to lower demand levels and oversupplied shipping capacity dominated by mega container ships.
- the Top 10 shipping lines controlling almost 70% of fleet capacity as of June 2018

# TOP GLOBAL TRENDS 5

- **Environmental agenda**
  - Efforts to curb the carbon footprint and improve the environmental performance of international shipping remain high on the international agenda.



# KEY INDUSTRY CHALLENGES



# GLOBAL ISSUES

How **prepared** is the maritime industry to deal with the following issues?

1 Very unprepared / 2 Unprepared / 3 Neither prepared or unprepared / 4 Prepared / 5 Very prepared

<b>RANK</b>	<b>ISSUE</b>	<b>PREPAREDNESS</b>
<b>1</b>	<b>Cyber-attacks and data theft</b>	<b>2,34</b>
<b>2</b>	Global economic crisis	2,42
<b>3</b>	Geopolitical tension	2,59
<b>4</b>	Air pollution	2,65
<b>5</b>	Governance failure	2,66
<b>6</b>	Man-made environmental disaster	2,67
<b>7</b>	Workforce and skill shortages	2,69
<b>8</b>	Failure or shortfall in infrastructure	2,71
<b>9</b>	Natural environmental disaster	2,73
<b>10</b>	Energy price fluctuations	2,89
<b>11</b>	Pervasive corruption	2,89
<b>12</b>	Transfer of invasive species	2,93
<b>13</b>	Terrorism	2,97
<b>14</b>	Cost and availability of finances	3,03
<b>15</b>	Changing trading patterns	3,20
<b>16</b>	Major safety incident	3,36
<b>17</b>	Increased piracy	3,47

# KEY GLOBAL ISSUES: DE-CARBONIZATION

How **prepared** is the maritime industry to deal with the following issues?

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<b>RANK</b>	<b>ISSUE</b>	<b>PREPAREDNESS</b>
<b>1</b>	<b>Non-fossil fuels</b>	<b>2,46</b>
<b>2</b>	Consequences of climate change to maritime operations	2,58
<b>3</b>	Alternative propulsion technologies	2,58
<b>4</b>	Regulatory uncertainty	2,68
<b>5</b>	Choice of emission reduction technologies and strategies	2,78
<b>6</b>	Navigation of arctic routes	2,96
<b>7</b>	Energy efficiency	3,22
<b>8</b>	Slow steaming	3,48

# KEY GLOBAL ISSUES: DIGITALIZATION

How **prepared** is the maritime industry to deal with the following issues?

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RANK	ISSUE	PREPAREDNESS
<b>1</b>	Increasing influence of non-maritime disruptors	2,26
<b>2</b>	Artificial intelligence	2,33
<b>3</b>	3D printing	2,54
<b>4</b>	Autonomous technology and robotics	2,62
<b>5</b>	Blockchain technology	2,62
<b>6</b>	Big data	2,81
<b>7</b>	Internet of Things	2,81

# NIGERIAN MARITIME INDUSTRY: KEY CHALLENGES

- Inadequate Financing
  - Capacity and policy structures lacking
- Inefficient and Inadequate Port and Shipping Infrastructure
  - Bad access roads to major port (s)
  - Deteriorating ports infrastructure
- Maritime Infrastructure Deficit
  - Need to accommodate greater numbers of larger vessels
  - Ports still lacking capacity to accept larger vessels
- Inefficiencies and sharp practices
  - Operational inefficiencies and unpredictability in maritime operations
  - Corruption and lack of transparency in day-to-day engagements and activities.
- Absence of collaboration by stakeholders
- Deficit in Asset building and acquisition
- Gap in Human capacity development

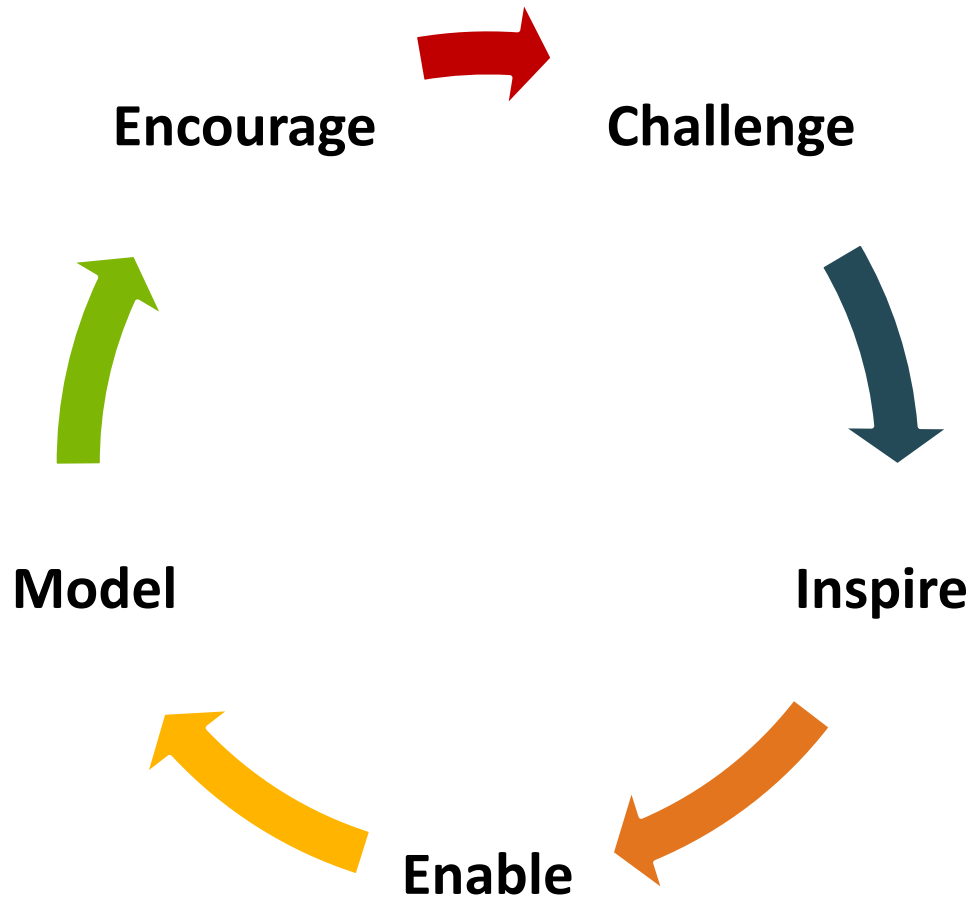
# OUTLOOK & OPPORTUNITIES

- Nigeria Maritime industry forecasts 8.72% up from 8.15% demand for non-oil tankers and container vessels in 2019
- Potential to contribute 10% GDP in distant future
- Biggest market in Africa
- Policy changes and improved regulation
  - PEDEC and other executive orders
  - Anti-piracy bill and others
- Great opportunities for investors

# THE ROLE OF LEADERSHIP

- The Big Picture
  - Shared vision
  - Direction
- The Pillars
  - Structures
  - Processes
- The Triggers
  - Actions
  - Modeling
- The Heart
  - People
  - Commitment

# What Leaders Do





# CRITICAL SHIFTS FOR LEADERSHIP TO DRIVE TRANSFORMATION

- *“the top three leadership qualities that will be important in the years ahead: “the ability to motivate staff (35 percent); the ability to work well across cultures (34 percent); and the ability to facilitate change (32 percent).”*  
- *Bruna Martinuzzi*

# CRITICAL SHIFTS FOR LEADERSHIP TO DRIVE TRANSFORMATION

- Continually Learn, Unlearn, and Relearn.
- Value Yesterday But Live In Today. *“People may honor you for what you did yesterday, but they respect you for what you’re doing now.”*
- Rely On Speed, But Thrive On Timing.
  - What can you do today that will result in you seeing the moments so you can seize the moments?
  - Opportunity for impact

# CRITICAL SHIFTS FOR LEADERSHIP TO DRIVE TRANSFORMATION

- See The Big Picture As The Picture Keeps Getting Bigger.
  - Fencing out not fencing in
- Live In Today, But Think About Tomorrow
- Move Forward Courageously In The Midst Of Uncertainty
- Realize Today's Best Will Not Meet Tomorrow's Challenges

# CRITICAL SHIFTS FOR LEADERSHIP TO DRIVE TRANSFORMATION

- *“Leaders see things before other people do, and they see more than other people do. However, what sets great leaders apart from all other leaders is this: they act before others and they do more than others.”*

*- John C. Maxwell*

# ARE YOU READY TO SHIFT AS A LEADER?

- How open are you to change?
- Are you willing to start asking more questions instead of giving more answers?
- Are you willing to become a better listener, a better observer?

# ESSENTIALS FOR TRANSFORMATIONAL LEADERSHIP

TRAINED LEADERS	TRANSFORMATIONAL LEADERS
Know How to Lead	Know Why They Lead
Are Liked	Are Contagious
Influence Today	Influence Today and Tomorrow
Ask People to Follow	Ask People to Make a Difference
Love to Lead	Love the People They Lead
Are Trained	Are Trained and Transformed
Help People	Help People Change
Have a Career	Have a Calling
Impact a Few	Impact Many

# CRITICAL SHIFTS FOR LEADERSHIP TO DRIVE TRANSFORMATION

- *“Organizations are not limited by their opportunity; they are limited by their leader.” — Dave Ramsey*

# The Maritime Industry Transformation Challenge

- *Are you ready to take up the transformation challenge?*
  - *“Transformational movements require transformational leaders.”*
- *Jim Collins*

***THE TRANSFORMATION STARTS WITH YOU!***



# References

- UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD) RMT 2018 Report
  - Global Maritime Issues Monitor 2018
  - Vanguard News January 2019
  - NIMASA 2018
- 
- A large container ship is shown sailing on the ocean, viewed from an elevated perspective. The ship is filled with colorful shipping containers and is moving towards the right side of the frame. The background is a clear blue sky and a calm sea.

# QUESTIONS



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