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## **Fred. Olsen Cruise Lines invests in staff through training partnership with The Institute of Leadership and Management**

Award-winning Fred. Olsen Cruise Lines is pleased to announce that it is working in partnership with The Institute of Leadership and Management ('ILM') to deliver an accredited training initiative, the 'Supervisor and Management Development Programme', which has been added to its Training and Development curriculum for ship-based Officers and crew.

The aim of the Programme is to provide Fred. Olsen's Supervisors and Managers with the knowledge and skills to strengthen and build upon their success as leaders, allowing them to prepare for subsequent promotions and challenges, through ILM-accredited qualifications, within a solid framework.

David O' Connor, Corporate Training and Development Manager for Fred. Olsen Cruise Lines – an officially-recognised ILM Verified Course Facilitator – said:

“Currently, we have over 200 crew signed up to our in-house ‘Supervisor and Management Development Programme’ – accredited by The Institute of Leadership and Management – at various stages.

“For Fred. Olsen Cruise Lines, one of the most important factors in offering ILM-accredited training is the opportunity to motivate and ‘give back’ to our staff, who play such an integral role in the smooth-running of our fleet, providing them with an internationally-recognised certification and a real sense of pride and achievement. And of course, we are all committed to delivering world-class service to our guests at all times, and the better trained that we are for every eventuality, then the better the cruise experience will be.”

ILM CEO Charles Elvin said:

“I’m delighted that Fred. Olsen Cruise Lines has joined the ranks of market leading companies who are now training their staff in-house using ILM accreditation. The investment they’re making in their managers and supervisors will ensure that both individuals and the business are able to reach their full potential and that Fred. Olsen customers receive the highest quality service.”

Under Fred. Olsen’s ‘Supervisor and Management Development Programme’ – which is also open to the cruise line’s future Supervisors, Managers and leaders – all those who sign up will receive temporary membership to the ILM, with the option to apply for permanent membership upon completion of the course.

The course module consists of 18 units, covering both theoretical and practical subjects, and has been designed in-house, tailored to Fred. Olsen’s company objectives. All the training is ship-based and ‘cross-departmental’ – so that people from across the ship can gain the experience of seeing how other departments approach specific situations and deal with issues, and are able to learn from the different management styles that come from a wide range of backgrounds, cultures and functions.

The crew can be on a contract of between four and nine months at a time, with two or three months back on shore, so there are logistical challenges for Fred. Olsen to undertaking a management development course on this scale and ensuring that all staff involved are able to undertake the training on a regular, consistent basis; however, the cruise line has been extremely encouraged by the commitment of its staff and the feedback has been very positive:

Rada Simic, Spa Manager, *Balmoral*:

*“I have been with Fred. Olsen Cruise Lines for over two years. I entered this course to become a better Supervisor and to see things from a different angle. I am very grateful for this opportunity and the training has changed my way of planning, organising and overseeing the whole operation, and it has given me amazing ideas for me and my team’s improved performance.”*

Manuel Sherwin Santos, Maitre D’, *Balmoral*

*“I have been with Fred. Olsen Cruise Lines since June 1997 – more than 17 years, when I was 21 years old! I enrolled on the course because I want to enhance my supervisory and managerial capabilities, to be more active and knowledgeable within the business. I have enjoyed learning new, positive skills and realising that I need to consider all aspects and angles of my decision-making, especially if you are dealing with a large number of staff, colleagues and guests. I believe that this course will help me to be able achieve my future ambitions and I would like to enhance my future career within the Food and Beverage industry.”*

You can find out more about Fred. Olsen Cruise Lines’ ILM-accredited ‘Supervisor and Management Development Programme’ with a short video at <https://www.i-l-m.com/About-ILM/Why-choose-ILM/ilm-experiences/fred-olsen>

**Photo caption:**

David O’Connor, Fred. Olsen Cruise Lines’ Corporate Training & Development Manager (centre), is pictured hosting a ‘Supervisor and Management Development Programme’ training workshop on board *Braemar* with Housekeeper Edna Broncano and Deputy Cruise Director, Simon Vickers.

For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) To find out more about The Institute of Leadership and Management, visit [www.i-l-m.com](http://www.i-l-m.com)

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



### **Ellis Barker**

Press Contact

Public Relations Executive

Public Relations

[ellis.barker@fredolsen.co.uk](mailto:ellis.barker@fredolsen.co.uk)

+44 (0) 1473 292237