

THE CAPTAIN'S COACH®



# COACHING FOR CAPTAINS®

LEADERSHIP  
PERFORMANCE  
RESILIENCE

An advanced leadership, performance and resilience programme shaped specifically for Captains and senior maritime professionals



# INTRODUCTION

## What is Coaching for Captains®?

Coaching for Captains® is an award-winning leadership, performance and resilience series designed specifically for senior maritime professionals operating in complex, high-responsibility environments.

It equips Captains and senior officers with the tools, techniques and mindset to deliver operational excellence, unlock their leadership potential, and harness the talent in their teams – even under sustained pressure.

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## Why Coaching for Captains®?

Modern maritime leaders are expected to manage safety, performance, people, compliance and commercial demands simultaneously, often with limited preparation for the leadership realities of command.

Many Captains are promoted for technical competence and sea time – **but not prepared for the human, cognitive and leadership demands of command.**

This is not a competence problem - It is a leadership development gap.

**Coaching for Captains® closes that gap.**





# THE CHALLENGE

## Promotion to Command Is Not Preparation for Leadership

Captaincy marks the beginning of a new chapter — not the end of the journey.

The most respected and effective Captains recognise that leadership in command requires more than certification and experience. It requires focus, belief, emotional intelligence and the ability to lead people as well as operations.

While some experience smooth seas, many face periods of high pressure, self-doubt, isolation, people challenges and sustained responsibility. And when asked whether they would do it all again, the answer is almost always the same: **“Yes – but not without support.”**

## SHAPED BY REAL-WORLD LEADERSHIP



Coaching for Captains® is shaped by over 25 years of frontline operational leadership and specialist coaching expertise.

It bridges the gap between:

- Technical competence
- Time in command
- And the lived reality of leading people under pressure at sea

Combining real-world maritime leadership experience with evidence-based coaching psychology, the programme develops leaders who are confident, self-aware, calm under pressure and capable of building high-performing shipboard cultures.



# WHY CHOOSE COACHING FOR CAPTAINS®?

Coaching for Captains® provides a **high-value, evidence-based development pathway** that equips senior maritime leaders to:

- ✓ Lead with confidence, clarity and calm authority
- ✓ Think strategically while managing complex operations
- ✓ Regulate pressure and make sound decisions under stress
- ✓ Develop and retain high-performing officers and crew
- ✓ Sustain performance across contracts without burnout

This isn't theoretical leadership training. It's tactical in nature, strategic in reach, and delivers **practical strategies that work on board**, in real situations, when pressure is high and decisions matter.

# WHAT PARTICIPANTS WILL GAIN

Captains and senior officers completing Coaching for Captains® will:

- ✓ Strengthen command presence and leadership confidence
- ✓ Improve decision-making and communication under pressure
- ✓ Develop emotional regulation and personal resilience
- ✓ Build trust, accountability and psychological safety on board
- ✓ Unlock talent and develop future leaders within their teams
- ✓ Sustain energy, focus and performance across entire contracts

Participants emerge as more grounded, effective and sustainable leaders – capable of leading themselves, their teams and their operations with consistency and credibility.



# ORGANISATIONAL IMPACT & BUSINESS BENEFITS

Coaching  
for Captains®  
strengthens  
leadership  
capability at the  
point where it  
matters most:  
**in command.**

By equipping Captains with the skills to lead people, manage pressure and develop talent, organisations see measurable improvements across safety, performance and culture.

## ORGANISATIONS EXPERIENCE:

- 1** **Stronger Operational Performance**  
Clearer decision-making, improved execution and reduced error under pressure.
- 2** **Improved Safety & Risk Management**  
Earlier escalation, better communication and psychologically safer teams.
- 3** **Higher Retention of Senior Talent**  
Captains who feel supported, capable and sustainable, stay longer.
- 4** **Stronger Leadership Bench & Succession**  
A clear pathway for developing future Captains and senior officers.
- 5** **Healthier Shipboard Culture**  
Greater trust, accountability, inclusivity and professionalism.
- 6** **Scalable Leadership Development**  
A consistent, high-impact framework deployable across fleets and cohorts.

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# PROGRAMME OVERVIEW & DELIVERY OPTIONS

Coaching for Captains® distils decades of operational leadership and high performance coaching psychology into a practical, accessible and scalable learning experience designed for busy maritime professionals.

## PROGRAMME FORMAT

- Self-paced digital learning
- Short, high-impact video modules
- Real maritime scenarios and case examples
- Practical tools, frameworks and leadership exercises
- Reflection activities to embed learning
- A dedicated Captain's bible - a high performance toolkit for senior seafarers

A digital format that allows Captains to learn anytime, anywhere — on board or ashore, and of course available to revisit as needed.

## DELIVERY OPTIONS

### Coaching for Captains® – Digital Series

A complete five-course leadership series for Captains and senior officers.

- ✓ Accessible 24/7
- ✓ Scalable across fleets
- ✓ Ideal for leadership pathways and succession planning

### Coaching for Captains® PLUS

The full digital series plus five end of course 1:1 coaching sessions with John Beavis.

- ✓ Deeper behavioural integration
- ✓ Personalised leadership development
- ✓ Ideal for senior or high-risk command roles

### Fleet, Cohort & Corporate Options

- ✓ Group licensing
- ✓ Blended development pathways
- ✓ Integration with internal L&D frameworks



# THE FIVE COURSES

- 1 Lead With Confidence**  
Build modern command presence, self-leadership and psychological safety.
- 2 See the Bigger Picture**  
Develop strategic thinking, systems awareness and decision clarity.
- 3 Keep Your Cool**  
Lead calmly and effectively through pressure, crisis and uncertainty.
- 4 Unveil Team Talent**  
Develop people, unlock potential and build future leaders on board.
- 5 Sustain Peak Performance**  
Maintain high standards without burnout – across contracts and careers.



“Working with John has brought a new dimension to how I lead in a high-pressure maritime environment, helping me simplify complexity, improve operational flow, and maintain composure under stress.”

- CAPTAIN MARIN

“As a newly appointed Captain John has been pivotal in helping me not only navigate the operational complexity of command, but also anchor my leadership in authenticity, underpin my human sustainability, and bolster my wellbeing.”

- CAPTAIN KARL

“John’s coaching has had a profound impact on my transition into Captaincy”

- CAPTAIN YULIYAN

“Working with John has been nothing short of an immense benefit and support”

- CAPTAIN DAVE

## WHO THIS IS FOR

### IDEAL FOR:

- ✓ Captains and Masters
- ✓ Deputy Captains / Chief Officers
- ✓ Senior Officers stepping into command
- ✓ High-potential maritime leaders
- ✓ Succession and talent pipeline cohorts
- ✓ Organisations investing in command capability

# ABOUT JOHN BEAVIS

John Beavis is an elected Fellow of the Institute of Leadership, an ILM Masters Executive and Leadership Coach, and a former Royal Navy Officer, Bomb Disposal and Diving Specialist.

He has led elite teams, worked alongside Special Forces, stepped into Captaincy, and commanded the UK's largest Bomb Disposal and Diving Squadron during the London 2012 Olympic Games.

Combining frontline operational leadership with coaching psychology, John has distilled real-world experience into specialist leadership programmes that equip Senior Executives and Senior Seafarers to get the best from themselves, get the best from their teams, and build high-performing ecosystems that thrive under pressure.



## NEXT STEPS

To explore whether **Coaching for Captains**® aligns with your leadership development strategy:

- **Request a programme overview**
- **Schedule a capability conversation**
- **Discuss cohort, fleet or organisational options**

**TO BOOK A CONVERSATION, PLEASE EMAIL  
INFO@JOHNBEAVIS.COM**

**WWW.JOHNBEAVIS.COM**

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