

# The importance of values



Chloe Collet of YPI Crew looks at the necessary core values we must all adhere to if we are to succeed in building a winning team on board

This autumn the YPI Crew recruiting team was challenged to choose and define a second value to complement the traditional founding value of 'partner'.

We were divided into smaller teams and we brainstormed over several informal meetings. The first phase consisted in choosing a new value, the second phase presenting the value chosen to the rest of the team and rallying support and finally democratically presenting the three options for an official vote. The three final contenders were:

- **Integrity** - the quality of being honest and having strong moral principles
- **Trust** - to have confidence in somebody; to believe that somebody is good, sincere, honest, etc.
- **The human element** - we are a human company, we talk to clients and candidates, we are not just a database – human as opposed to artificial.

Unlike more recent international campaigns and ballots, ours, although highly competitive, went smoothly and trust was elected. Why trust? Why choose another value which, one may ask, has ultimately what relevance to yacht crew recruitment?

Effectively, what could be viewed as a classroom exercise obliged each recruiter to define the sense and meaning of their day to day tasks and how this correlated and interacted with their peers; their candidates and their yacht clients. How often does one take the opportunity to reflect upon the manner in which a job is undertaken – the actual getting there – not just the result. The three-way journey to a successful placement can only be reached if all parties trust each other. What does it mean to trust in recruitment?

The recruiter is confident that the recruiting and management team has their back, an office environment where colleagues can count on each other professionally and

personally, promoting each other's specific skills and qualities.

The candidate is assured that the recruiter will deal with their profile in confidence and trust that the recruiter has their best interest as a priority even if this results in a placement with another agency. That sensitive, often highly personal, information will remain within the walls of the recruiter's office. Additionally, the means to contact the recruiter for advice should they experience any difficulties on board and know this will be treated with discretion. More positively offering advice on how to grow in their careers, trusting that as recruiters we have listened and understood their aspirations, goals and can define strong and weak points.

## Engaging with your crew to define or redefine a core value, what motivates them and guides them

For the yacht client, trust stands as a firm basis for developing a sound commercial relationship. The yacht client feeling confident that when contacting the agency with a job order that they can leave it in the recruiter's professional hands to champion the best candidate for that specific position.

There is abundant literature and even criticism on developing mission and value statements and companies large and small have engaged in this exercise in the past two decades. Now may be the time to cultivate this in yachting as many are adjusting to the effects of the Covid19 pandemic and value structures are being realigned or even reversed. Engaging with your crew to define or redefine a core value, what motivates them and guides them in their work on board.

Focussing on values will generate a company atmosphere that reflects from how a person is received on the phone, when they walk into an office, to the quality of the communication with the staff. It is not just a team building exercise but the foundation for strong relationships that weather the storms. Why not challenge your values today!