

Introduction from the Vice-Chairman

The spiritual base and the human dimension.

Getting results from Poseidon Challenge, and motivating all those involved, is about revitalising the values of traditional seamanship and the fundamental principles of the high seas which are an intrinsic part of all true mariners. It is about a common understanding, a personal enthusiasm, and a fundamental belief strong enough to link us all as we safeguard human life at sea and protect the oceans and coastlines.

Poseidon, as the ancient god of the sea, has sufficient global recognition to become a widely acceptable symbol for all. Poseidon can unite us on the road to achieving our shared goals.

The IMO/Bill O'Neil 'revolution' removed our thinking from mere technology and just the hardware of the early MARPOL period, and took it into a new era where management, software and human skills become the focus. Then came the second revolution, where TMSA

took us forward from the compulsory, and mere compliance, into the domain of voluntary action and self-commitment. The pace of continuous improvement gained a new impetus.

Now comes the Poseidon Challenge, as a further evolution from what has already been achieved. Its aim is to reinstate spiritual motivation in all people with a maritime connection. Its mission is to re-establish the common commitment, to revitalise enthusiasm, and to drive us to work together, rather than individually, to achieve both our personal and our shared goals in protecting human life, the blue oceans and the society we serve.

Hunger and fear were the basic drivers of primitive man. They made him run and hide on all fours. Once hunger and fear were satisfied, he could then stand up. His brain, his heart and soul led him to mature civilisation and the pursuit of excellence. In the same way, the regulatory or market-imposed compulsory systems have achieved what



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they can – namely a huge improvement in industry performance. We are now well equipped and ready to take a new step forward.

Revitalising our spiritual values will take us beyond fundamentals to a higher level of excellence. The Poseidon Challenge can reimport our heart and our soul into management systems and into our human behaviour, thereby bringing us nearer to achieving true excellence.

Musicians, in their own specialised field of expertise, are individual champions. Through their training and culture they appreciate that it is through synergy and close cooperation that they can create something of the highest value. They work together to produce harmony and beauty. In our shipping world, each one of us may also be a champion in his own field. However, frequently our training and culture is not encouraging us towards the commitment of joining forces and working together for even greater achievements.

The experience we all shared with our small orchestra at the Four Seasons Hotel in Singapore was convincing. What happened when each one of the orchestra members played simultaneously his own favourite tune, or when they missed coordination, was disastrous. It became obvious that antagonism, non-coordination and lack of synergy simply cannot create harmony and great results.

Commitment:

To work with others to spread the idea about the importance of adding the spiritual dimension and a common vision, to bring alignment, motivation and enthusiasm to all involved in our common drive for excellence.



Emmanuel Vordonis

Vice Chairman Emmanouel Vordonis

Executive Director, Thenamaris Ships Management Inc

Having majored in Physics, Manolis did post-graduate and research work in fluid mechanics, theoretical physics, cybernetics, and systems and control engineering. He continued with socio-economic and complex systems modeling. He has focused on decision-making and business efficiency in the shipping industry. He joined Thenamaris Ships Management about 30 years ago and for the last 20 years has been a key member of its Corporate Governance team. He is concentrating on the continuous improvement of the people and systems that support operations, and also the corporate targets of Thenamaris. Safety, environmental stewardship, quality services and the value created for customers, staff and shareholders are the main areas of his involvement. Manolis' ideas and inspiration were the catalyst that helped give birth to the Poseidon Challenge during INTERTANKO's Athens Tanker Event this time last year.