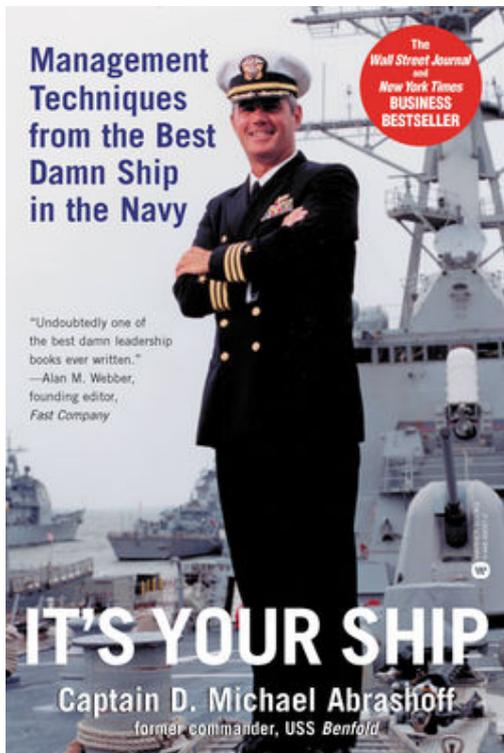


Download It's Your Ship free D. Michael Abrashoff (PDF, ePub, Mobi)



The legendary tale of top-down change for anyone trying to navigate today's uncertain business seas.

NEW YORK TIMES BESTSELLER

When Captain Abrashoff took over as commander of USS *Benfold*, it was like a business that had all the latest technology but only some of the productivity. Knowing that responsibility for improving performance rested with him, he realized he had to improve his own leadership skills before he could improve his ship. Within months, he created a crew of confident and inspired problem-solvers eager to take the initiative and responsibility for their actions. The slogan on board became "It's your ship," and *Benfold* was soon recognized far and wide as a model of naval efficiency. How did Abrashoff do it? Against the backdrop of today's United States Navy, Abrashoff shares his secrets of successful management including:

See the ship through the eyes of the crew: By soliciting a sailor's suggestions, Abrashoff drastically reduced tedious chores that provided little additional value. *Communicate, communicate, communicate:* The more Abrashoff communicated the plan, the better the crew's performance. His crew eventually started calling him "Megaphone Mike," since they heard from him so often. *Create discipline by focusing on purpose:* Discipline skyrocketed when Abrashoff's crew believed that what they were doing was important. *Listen aggressively:* After learning that many sailors wanted to use the GI Bill, Abrashoff brought a test official aboard the ship-and held the SATs forty miles off the Iraqi coast. From achieving amazing cost savings to winning the highest gunnery score in the Pacific Fleet, Captain Abrashoff's extraordinary campaign sent shock waves through the U.S. Navy. It can help you change the course of your ship, no matter where your business battles are fought.

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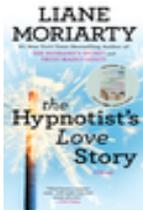
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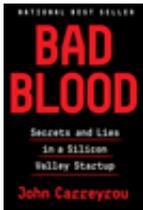
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