



## BEYOND COMPLIANCE: THE CRITICAL ROLE OF PERFORMANCE CONSULTANCY & IMMERSIVE LEARNING IN THE MARITIME INDUSTRY



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**T**he importance of the international shipping industry cannot be overstated. It is the “lifeblood of the global economy”, and “responsible for the carriage of around 90% of world trade”, highlights Jessica Suessmilch.

Without it, “intercontinental trade, the bulk transport of raw materials, and the import/export of affordable food and manufactured goods would simply not be possible” (International Chamber of Shipping, n.d.).

Yet, it remains one of the world’s most dangerous professions. Between 2018 and 2022, there was a 28% increase in accidents on commercial ships like bulk carriers and tankers, with 137 accidents recorded (Lloyds List, 2023). According to a report by EMSA,

from the analysis conducted in safety investigations, it was determined that, from 2014 to 2022, 59.1% of accident events involved human action and 50.1% of the contributing factors were related to human behaviour.

Indeed, analysing both human action events and human behaviour contributing factors jointly, the human element relates to 80.7% of the investigated marine casualties and incidents (Agency, 2023).

These figures present a sobering reminder of the human cost of complacency and should act as a wake-up call to make us rethink our approach to safety training. It has never been more imperative that we continue to invest in our people to improve safety and protect the industry’s future. This means exceeding standard requirements and embracing a new culture of continuous learning and improvement.

Historically, training in safety-critical industries has often been limited to classroom or passive digital formats, typically serving as a formality rather than truly engaging and educating. With

my background as a former seafarer, I understand the challenges and demands of the maritime environment, and most importantly, that safety is a personal responsibility.

As Performance & Innovation Solutions Manager at Mintra, my maritime experience enables me to understand first-hand the critical need for seafarers to possess practical knowledge beyond compliance. It filters into the courses we create, ensuring that all of our learning is dedicated to empowering seafarers with the skills they need.

An essential part of this process is performance consultancy, an approach that’s not often used by the maritime sector, as it sits outside the compliance ‘tick box’. It is a powerful tool that finds the gaps in training, develops solutions through crafted and tailored learning solutions, and delivers benefits back to the business through enhanced performance outcomes.

By better understanding the desired outcomes, audience characteristics, and situational factors, training can be customised to maximise effectiveness

and achieve measurable results.

Through careful analysis and consultation, the most appropriate methodology for learning the topic at hand can be identified. Whether through traditional learning, immersive learning, or a combination of both; There is no 'one size fits all', just the right solution.

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This approach ensures that learners receive the right blend of theoretical knowledge and practical skills acquisition, leading to improved performance and enhanced learning outcomes. Ultimately, performance consultancy empowers organisations to optimise their training efforts and achieve greater success in developing their workforce by creating the right solutions and by measuring impact.

When this is coupled with immersive learning technologies, realistic and relatable experiences can be crafted that transport the user into familiar environments, creating a deeper and more memorable emotional connection, which is very difficult to achieve with traditional learning.

Immersive learning experiences become more than just a simulation. They become a lifelike reenactment that brings the dangers of the work environment to life. Here at Mintra, we recognise the need for substantial change, with a focus on engaging stakeholders and implementing effective learning strategies. Our learning content is built by experts for experts, from the creaking of the ship's hull to the sound of the engine room, every detail is designed to evoke a visceral response, fostering an emotional connection through a familiar environment. This not only enhances engagement,

but deepens the understanding of the consequences, and increases knowledge retention.

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Perhaps the most profound aspect of immersive training is its ability to foster a culture of reflection and self-awareness. At every step of the journey, participants are encouraged to ponder the implications of their actions, to consider consequences created by their decisions; It is this introspection that lays the foundation for a mindset of awareness and vigilance.

The shift to actively cultivating a safety culture is essential for preventing future incidents. By empowering seafarers to not only understand safety procedures but also to internalise the importance of their actions, we're laying the groundwork for a proactive approach to safety that goes beyond adherence to rules.

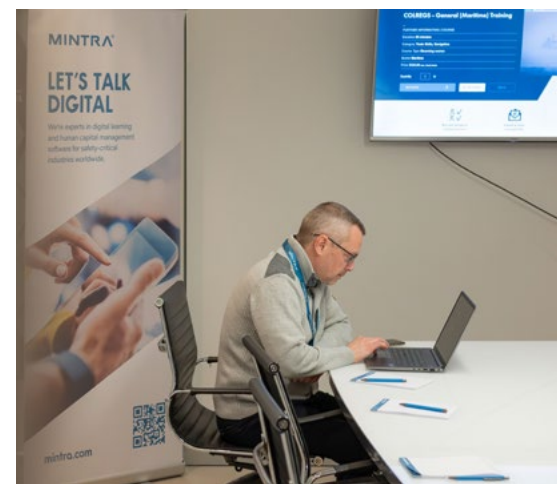
The benefits of immersive learning experiences extend well beyond the individual user. Collecting data and insights allows companies to acquire valuable intelligence that informs decision-making processes that enhance safety and operations as well as improve recruitment and retention strategies by identifying top performers. Conversely, analysing performance and behaviour patterns also allows companies to identify complacency, implement targeted interventions, and determine if certain crews are more susceptible.

By moving beyond compliance and embracing immersive learning and performance consultancy, we are not

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just training seafarers, we are helping the business, and shaping the future of safety in maritime.

Data-driven learning solutions will help the industry be proactive rather than reactive. In the end, safety is not just about following procedures, it's about building a mindset of continuous learning and improvement. It is about recognising that every decision we make carries weight, and that the safety of our crews is paramount.



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