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COOPERATION BETWEEN DEEP LEAD AND VRETA ENABLES THE DEVELOPMENT OF THE LEADERSHIP CULTURE ONBOARD IN A NEW WAY.

Deep Lead Inc. and VRETA Simulation Ab have today 1st of August 2023 made an agreement for VRETA to provide the Deep Lead Academy for the international maritime shipping sector worldwide.

Deep Lead Academy will change the way leadership training for the shipping companies and the crew onboard is done today. More than ever, we need to focus on **the leadership culture onboard**, our **interaction skills** and how to develop them says **Micael Vuorio, Managing Director, VRETA Simulation Ab**. I'm confident that the cooperation between Deep Lead and VRETA will gain the international maritime shipping sector worldwide, because of the strong background from **Deep Lead** (25 years of scientific research and over 20 years of practical development work done including 36,000 Deep Leadership profiles and 430,000 Deep Leadership assessments) combined with over 20 years of deep knowledge from **VRETA** in the maritime education and training sector.



We know today that the Deep Lead Academy is suitable for the shipping companies and the crew onboard says **Vesa Nissinen, President, Deep Lead Inc.** Today we have coached 110 seafarers in the LOBAS (Leadership onboard and shipping) project managed by The Finnish Seamen's Mission, the Seafarers' Pensions Fund, and the Finnish Shipowners' Association. Our mission is to develop **the leadership culture onboard** the Finnish vessels. The feedback from the participants has been overwhelmingly positive. Cooperation between Deep Lead and VRETA will be the next step in this industry sector.

Deep Lead[®] coaching program is based on more than 25 years of scientific research and some 20 years of active, practical development work in cooperation with our customers. Our leadership training is based on the Deep Leadership[®] method which has been developed in Finland. The model is based on scientific research. The primary goal of our Deep Leadership[®] coaching is to help people develop their own interaction skills and learning abilities. We believe that individual learning is a prerequisite for the development of teams, groups, units, and the organization as a whole.

Deep Lead Academy is a digital coaching program focusing on developing everyday interaction skills. In Deep Lead Academy, you will be introduced to the Deep Leadership[®] methodology and receive two 360° feedbacks to support your professional development. Deep Lead Academy is an excellent way for managers and HR to experience the applicability of the Deep Leadership[®] method in their own organization. Deep Lead Academy is also particularly suitable for companies with a wide range of staff development needs and for individuals who want to develop their leadership skills.

For more information, please contact:

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