



BEST PRACTICE - SEATRADE

TRANSFORMING TRAINING TO
DYNAMIC LEARNING & DEVELOPMENT

Atria's Role

Facilitation and creation of customised L&D interventions/trainings

Corporate-specific, MyAtria learning experience platform

Train the trainer (psychometric tools, facilitation, self-created digital learning)

Development and implementation of a fleet-wide evaluation system

Support in creating and executing the learning and development strategy for the entire company (onboard and office)

It's all about continuous development!

"Change requires hard work and discipline! Most people are convinced what and how they do things is the right way..."

We all know this is not always the case, therefore we have created a vision of a "High Impact Learning Organization" (HILO) to make workplace training the centrepiece in our company.

Atria Learning & Development plays an important part, continuously connecting change - leadership - learning and development, supporting us to turn learning into actions!

by Capt. Kor Wormmeester Manager Crew Resource Seatrade

Dynamic L&D support from A-Z

What does that look like for Seatrade?

- Company Standard was established (values, procedures, culture)
- Personal Development System developed (Connecting Evaluation system - Competence Management - Potential assessments - Feedback - Learning Paths - Promotion process)
- Management and Leadership Development Programs for senior officers, office staff and junior officers: face to face - virtual - digital, Atria facilitators together with Crewing and HR
- Sealearn: Full company-specific learning & development platform, connecting - systemizing - personalizing in real time
- Different learning journeys and handbooks with Seatrade specific content
- Engaging and connecting seafarers and office staff
- Predictive Index train-the-trainer (for coaching and evaluation)
- Facilitating project specific workshops, virtual and face to face

Who is involved?

Management	Overall learning and development strategy, ideation and final decisions for each intervention
Crewing	Co-facilitation of trainings, building and maintaining Sealearn courses, education in psychometrics and how to apply, co-development and facilitation of workshops or crew meetings
Seafarer	Participation in trainings, usage of Sealearn and at times co-developing certain courses, continuously invited to connect their personal leadership style and the Seatrade Standard
Office staff	Co-development of office-specific courses (onboarding, cybersecurity, personal development,...), participation in trainings, Seatrade Standard,



Applying the principles of high impact learning organizations:



Empower employees



Apply design thinking



Use technology to experiment and innovate



Use data to measure outcome rather than activity



Address all phases of an employee's career



Focus on creating the right conditions instead of the right content!

DIVING DEEPER

SEALEARN AND THE PARADIGM

Learning Experience Platform

What does that look like for Seatrade?

- Full company specific learning & development platform, built on the MyAtria backend and functionality
- Sealearn team (consisting of Atria, Crewing members, chosen seafarers) co-creates, maintains, communicates
- Relevant external changes and new content can be implemented in real time. Closing the gap between knowing (STCW trainings, regulatory driven information, technical trainings) and doing (personal application on board)
- Suitable for interpersonal as well as technical competence development where company context matters (e.g. Seatrade Standards, Leadership Development, Advanced Reefer Training, Drug Trafficking Prevention, Intercultural etc.)
- Allows flawless connection of face to face, virtual, e-learning and on-the-job learning and application.

Learning Journeys integrate cognitive, behavioral, emotional and experiential learning objectives.

Connecting the individual career situation and responsibility with relevant development activities. Both at home and on board.

Sealearn

Continuous Development Roadmap

Introducing the Continuous Development Roadmap – empowering seafarers to take their careers into their own hands. From personalized learning journeys to targeted interventions, our roadmap is designed to shift learning from push to pull, ensuring maritime professionals have unparalleled support for career growth and self-driven advancement.

Together is better!

