



The International Maritime Transport and Logistics Conference

“MARLOG 12”

**Sustainable & Innovative
Technologies**

Towards a Resilient Future

12 - 14 March, 2023 Alexandria - EGYPT






Ana Rumbeu
Training Director
Fundación
Valenciaport

**Requalification of Human
Resources Capabilities of Port
and Logistics Community**


**POWER SKILLS:
The Key to our Professional
Future**



We are hooked
on the
digital word

An aerial photograph of a massive, curling ocean wave. The water is a vibrant, deep blue, and the crest of the wave is breaking into white foam. The sky is a clear, bright blue. The text "Waves of knowledge surround us" is overlaid in white on the right side of the image.

Waves of knowledge
surround us

A wide-angle, low-perspective shot of a modern library. The room is filled with tall, curved wooden bookshelves that curve away from the viewer, creating a sense of depth and infinity. The shelves are densely packed with books of various colors. The floor is highly reflective, mirroring the shelves and the books above. In the center of the room, there is a circular wooden table with several small, warm-toned lamps hanging above it. The lighting is soft and warm, highlighting the textures of the wood and the spines of the books. The overall atmosphere is one of quiet knowledge and intellectual pursuit.

But we have not been prepared for it!!! Our main sources of learning; the education system ...no is able to seeing that!!



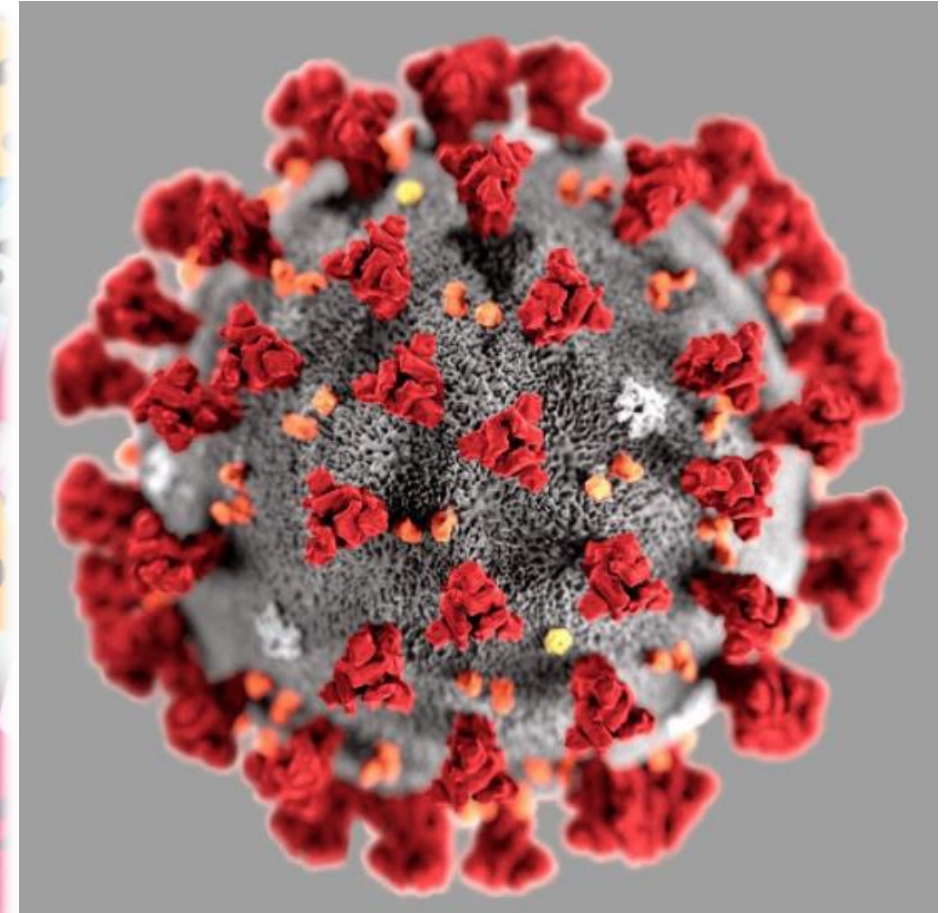
And in this new scenario we must be willing to continuously learn and unlearn. Develop useful skills and competencies. We need to filter that knowledge to innovate and lead.

This new scenario is called VUCA and that stands for volatility, uncertainty, complexity and ambiguity -- qualities that make a situation or condition difficult to analyze, respond to or plan for.

Understanding how to mitigate these qualities can greatly improve the [strategic abilities](#) of a leader and lead to better outcomes.



We can't change the VUCA world. But with the right approach, individuals and organizations can face up to the challenge and harness its potential.

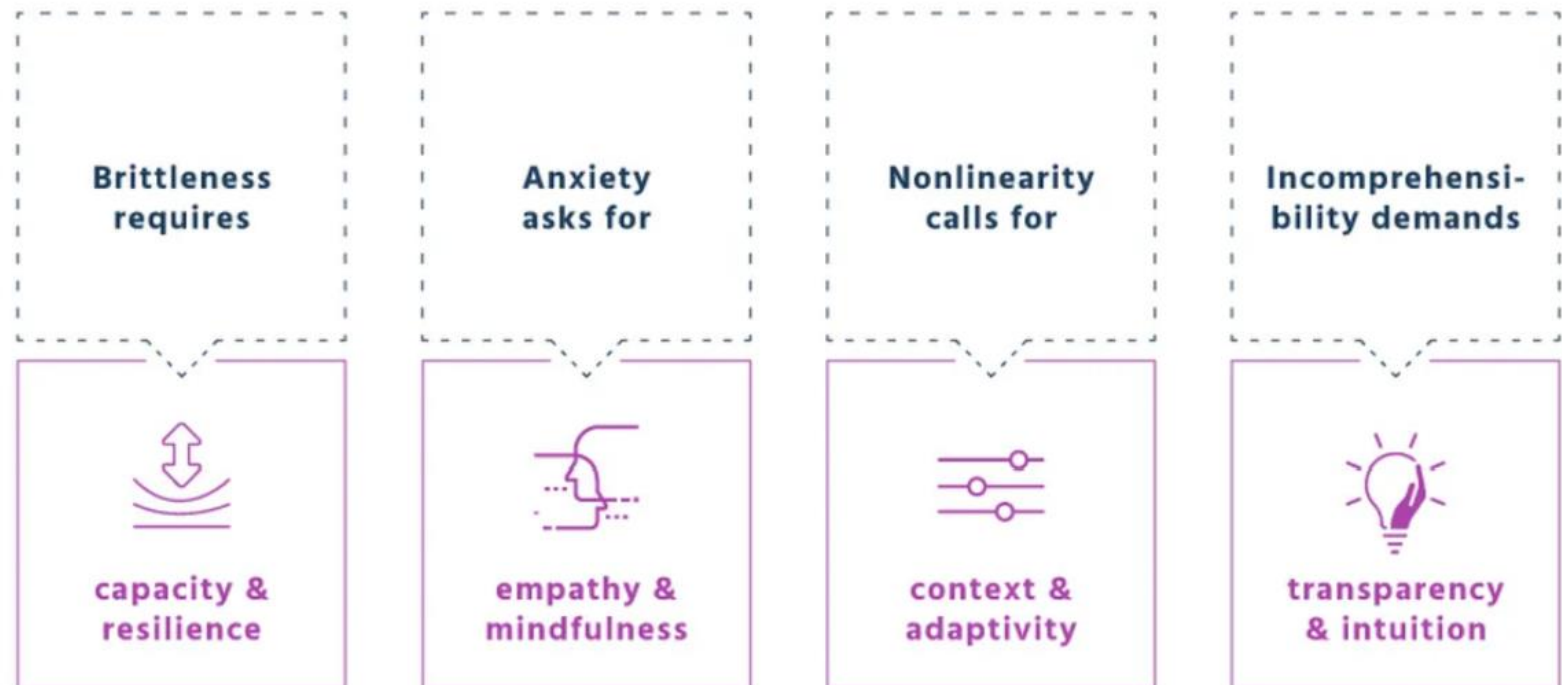
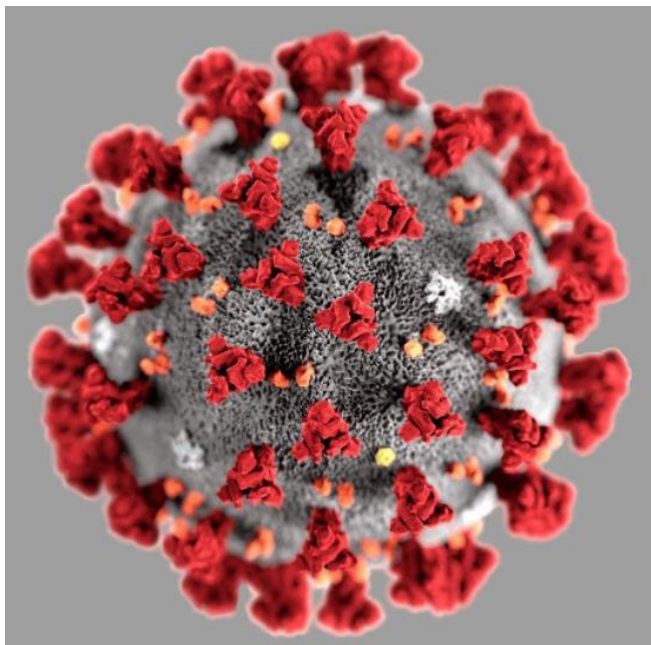


"When we thought we had all the answers, they changed all the questions". Mario Benedetti (Uruguayan writer, poet, playwright and journalist)

And that scenario became more complex

The global pandemic represents the end of the VUCA environment. The new theory holds that we are no longer facing transient instability, but rather chaotic instability.

BANI, which stands for a brittle, anxious, non-linear and incomprehensible world. All the more reason to implement necessary changes, to be up-to-date and prepared for all possible scenarios.



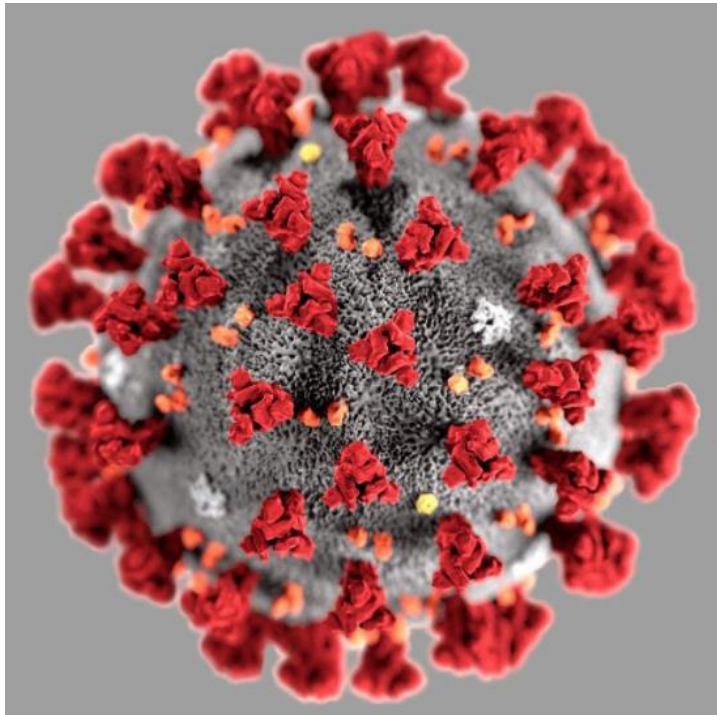
ARE WE REALLY PREPARED TO MOVE IN THIS ENVIRONMENT
WITH OUR SKILLS?



Ports are enclaves that generate employment and wealth, they are the reason and the reason why we are here today, ports are managed by people, by us, we have the great responsibility to receive the legacy and improve it, now that we are aware of it, we must turn them into places of development

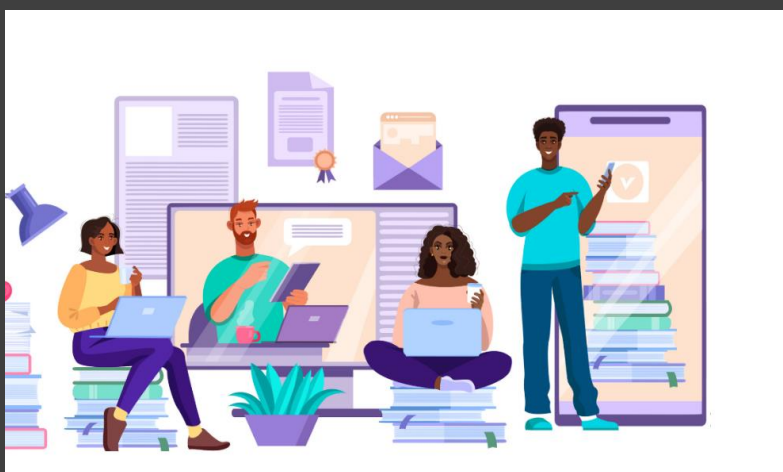


BUT IN THIS SCENARIO.....BANI

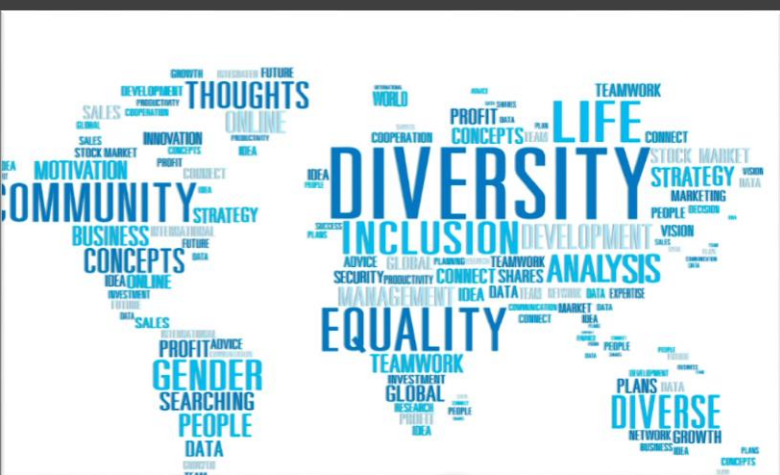


WHAT SKILLS WE SHOULD BE DEVELOPING???





Let me review with you the characteristics of this scenario in which we live.



A new working environment

New market needs

Global and diverse team



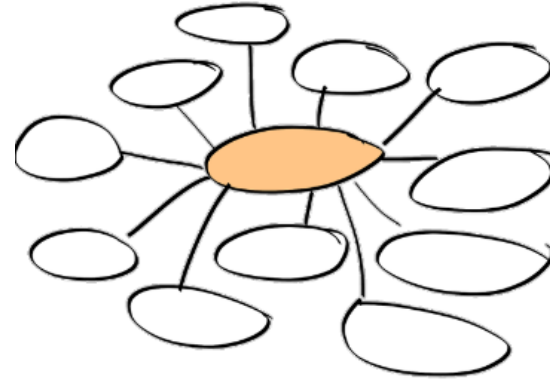
Need for specialized but multi-skilled staff

Increased complexity of tasks

MARKETS also have their demands

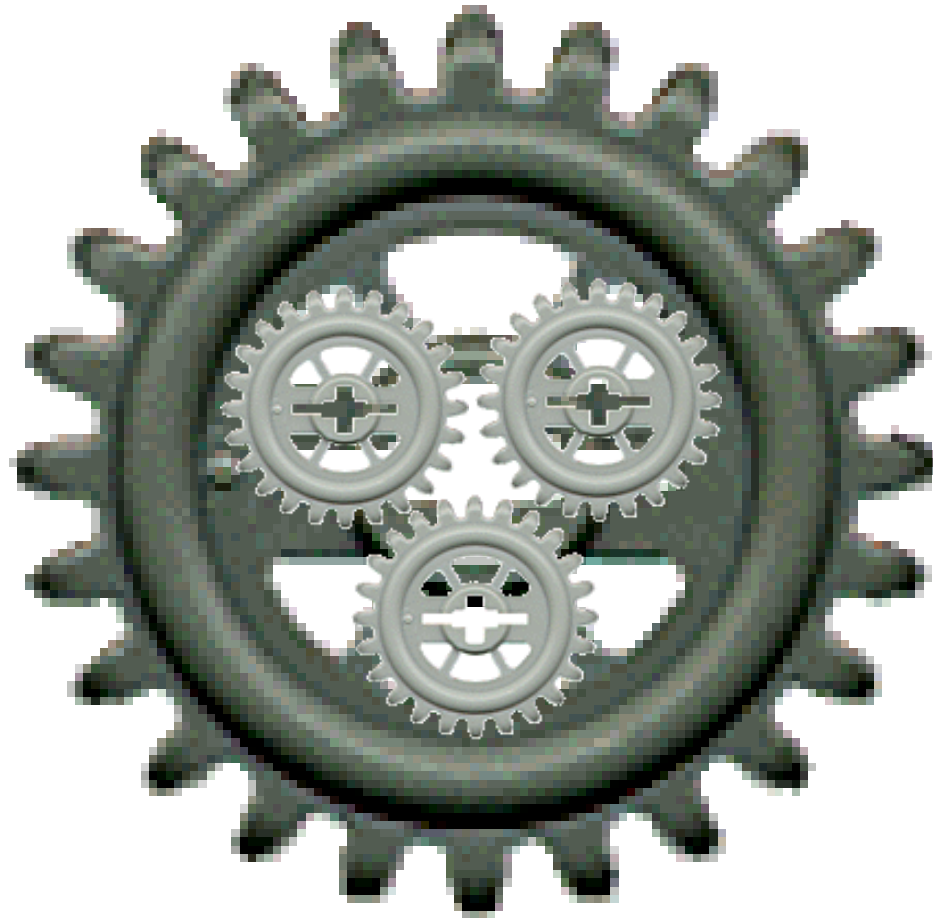
1. Traceability is required
2. Transparency of the activity
3. The demand for continuous improvement
4. Fierce competition

REQUIREMENTS TRACEABILITY



So...what should be our
objective now?

Focusing on people and finding the driving force for change in them



The most successful companies in the world, the most profitable, the best employers, the most reputable, are precisely because they have been able to create a competitive advantage based on a clear commitment to talent..



AMERICA'S LARGEST CORPORATIONS
FORTUNE
500

What are the reputational attributes that companies are evaluated on to determine industry rankings?

9 reputational attributes that all Fortune's most admired brands have in common:



1. Innovation
- 2. People management**
3. Use of corporate assets
4. Social responsibility
5. Management quality
6. Financial strength Long-term
7. investment value
8. Quality of products/services
9. Global competitiveness

The future of the
workforce:
Investing in
talent to prepare
for uncertainty





ANALYTICAL THINKING AND INNOVATION

Analytical thinking is the ability to tackle complicated issues by evaluating information gathered and organized. **Innovations happen more often when people are enabled to be creative.** This can be achieved when people are **relaxed**, they **communicate** and **feel trusted**

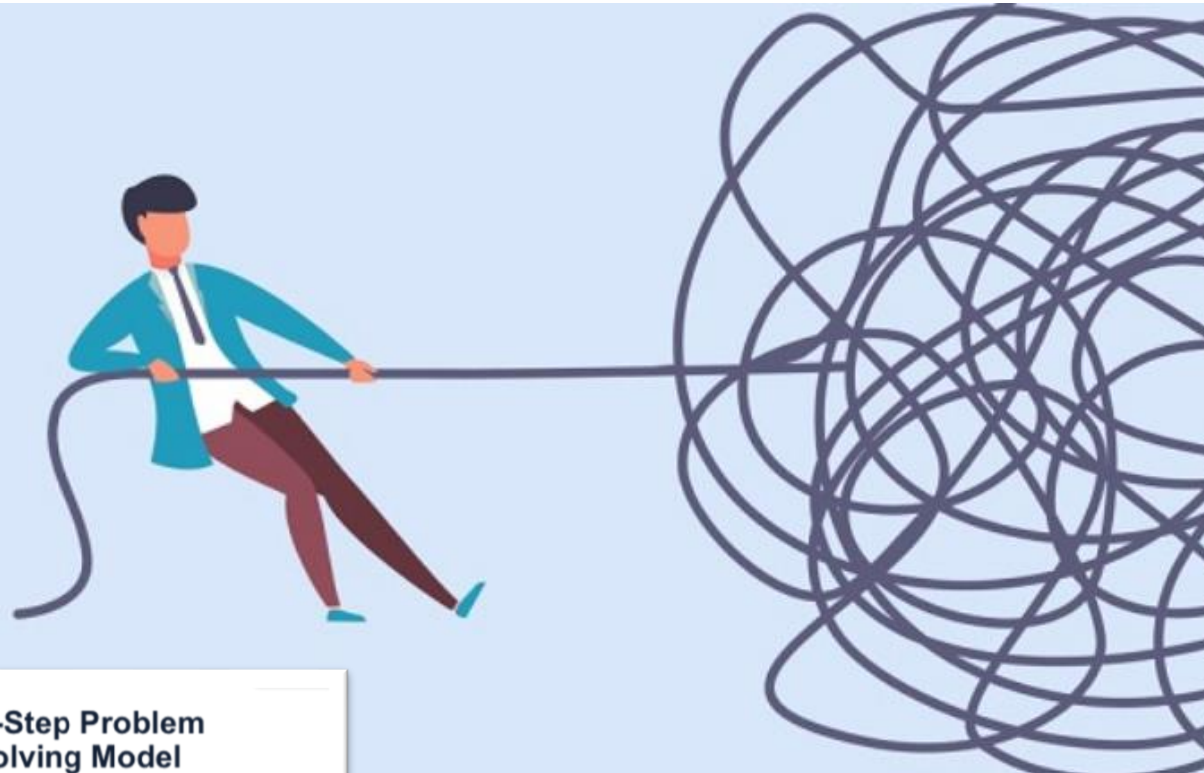
1. Be Observant.
2. Read Books.
3. Learn How Things Work.
4. Ask Questions.
5. Play Brain Games.
6. Practice Your Problem Solving Skills.
7. Think About Your Decisions.



ACTIVE LEARNING AND LEARNING STRATEGIES

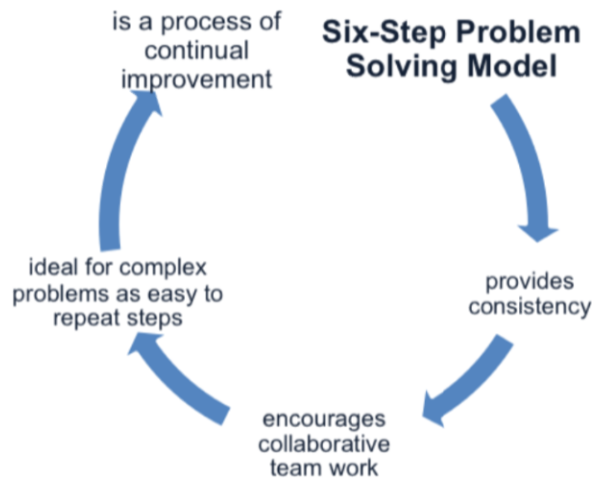
Active learning methods ask students to engage in their learning by **thinking**, **discussing**, **investigating**, and **creating**.

1. simulations, scenarios, or case studies.
2. Taking part in debates on current events.
3. Taking interviews of experts in their respective field.



COMPLEX PROBLEM SOLVING

Complex problem solving is a series of **observations** and informed **decisions** used to find and implement a solution to a problem.

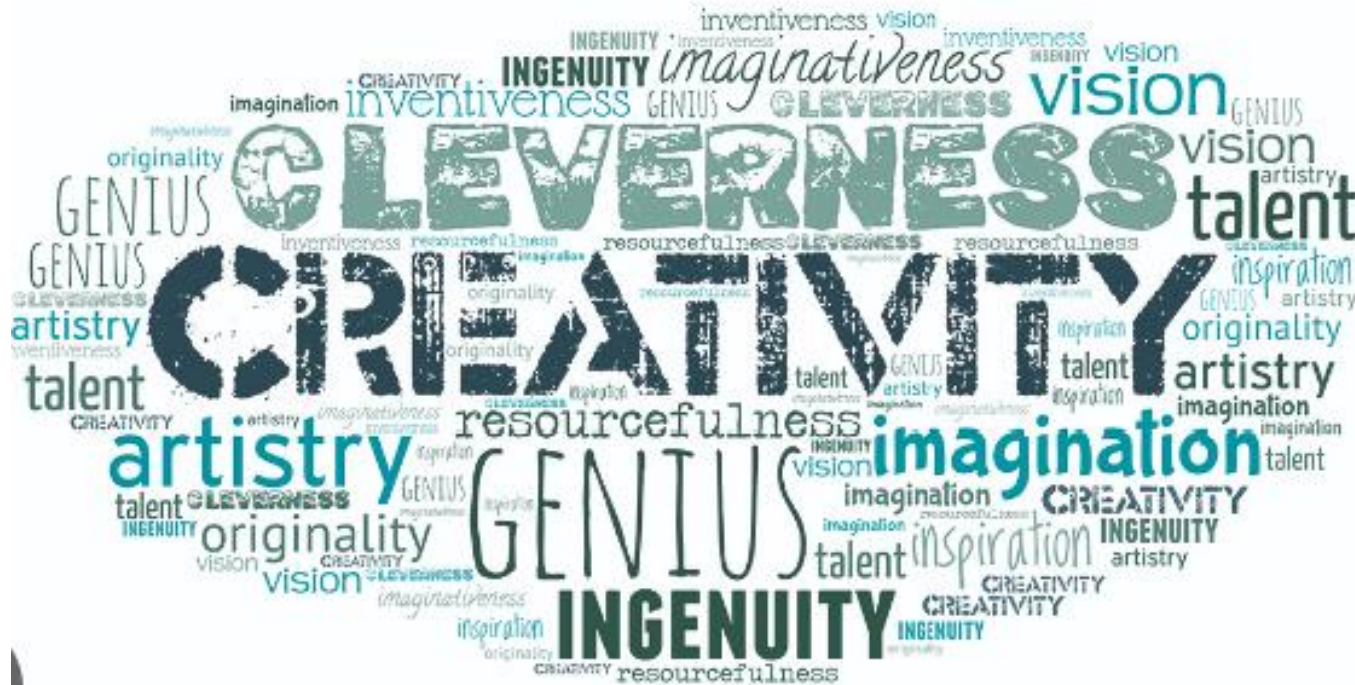


CRITICAL THINKING AND ANALYSIS



Analytical and critical reasoning is the rational process through which you “obtain, interpret, and use knowledge, facts, and data”, while exercising logical thinking in analyzing issues and making proper decisions, to ultimately solve problems.

CREATIVITY, ORIGINALITY & INITIATIVE



The core of creativity, originality and initiative lies in being mindful and present to the task at hand and constantly asking the most important question: **'Why are we doing this?'** What are we trying to achieve and how best can we be successful and the most efficient with the resources we have at our disposal?



CREATIVITY & COCREATION

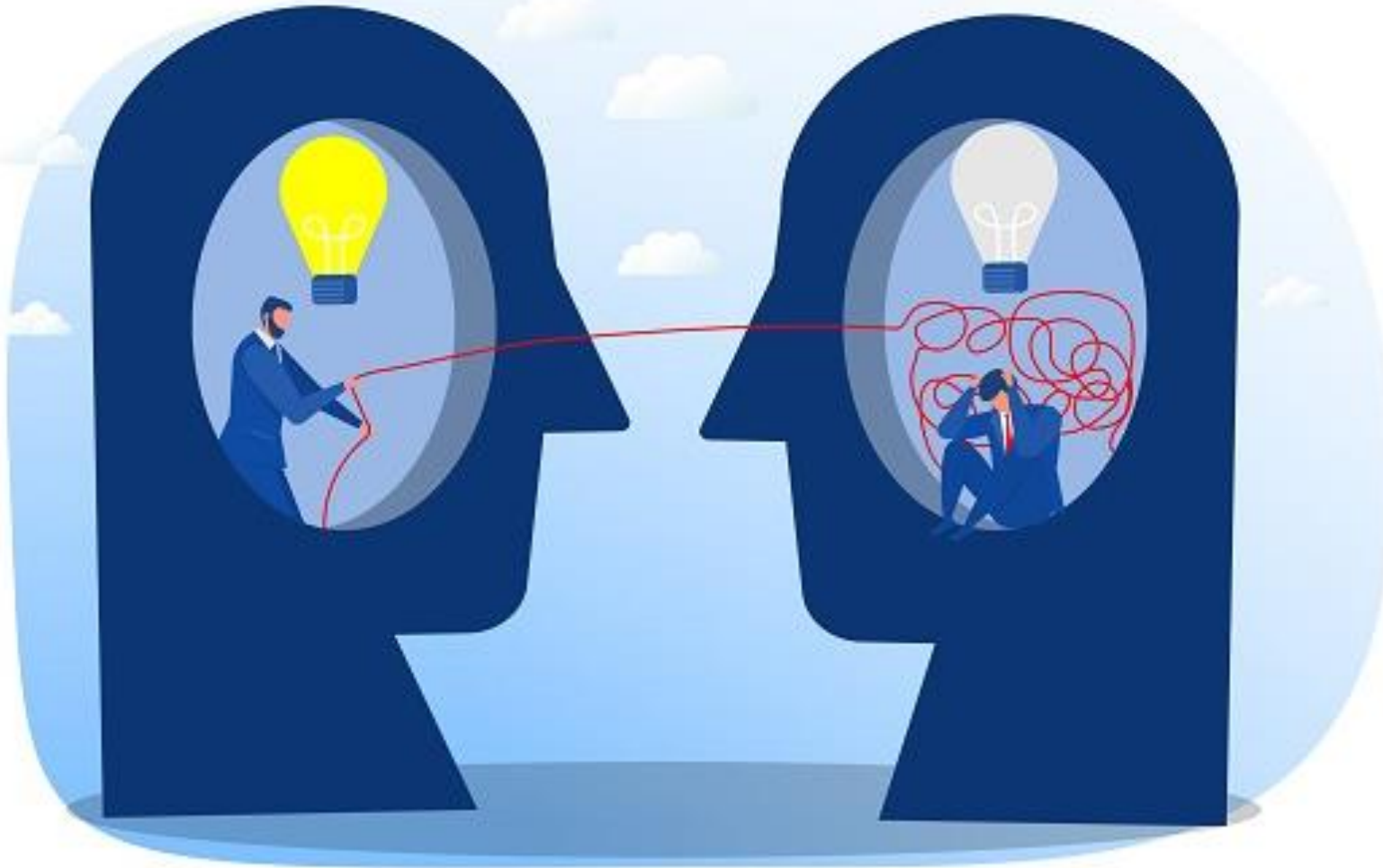
Creativity is an imaginary process and innovation is a productive process. This means that with the former we create the ideas and with the latter we introduce the changes. Co-creation is a form of collaborative innovation as ideas are shared and significantly improved

LEADERSHIP & SOCIAL INFLUENCE

This theory focuses on the leader's charisma as a driving force for **influencing** change and **inspiring group members** to achieve goals by transforming their focus from self-interests to the collective good.



EMPATHY



ACTIVE LISTENING AND EMPATHY

Empathic listening consists of listening to the other person without prejudice, putting yourself in their shoes (empathising) and focusing all your attention on it.



TEAM BUILDING

It is the ability to actively participate in the pursuit of a **common goal** by subordinating personal interests to team objectives.



COMMUNICATIO

COMUNICATION

Process of establishing and developing contacts between people, generated by the needs of joint activities



RESILIENCE

Resilience is the process and outcome of successfully adapting to difficult or challenging life experiences, especially through mental, emotional, and behavioral flexibility and adjustment to external and internal demands.



Change is never painful,
Only the resistance to
Change is painful.

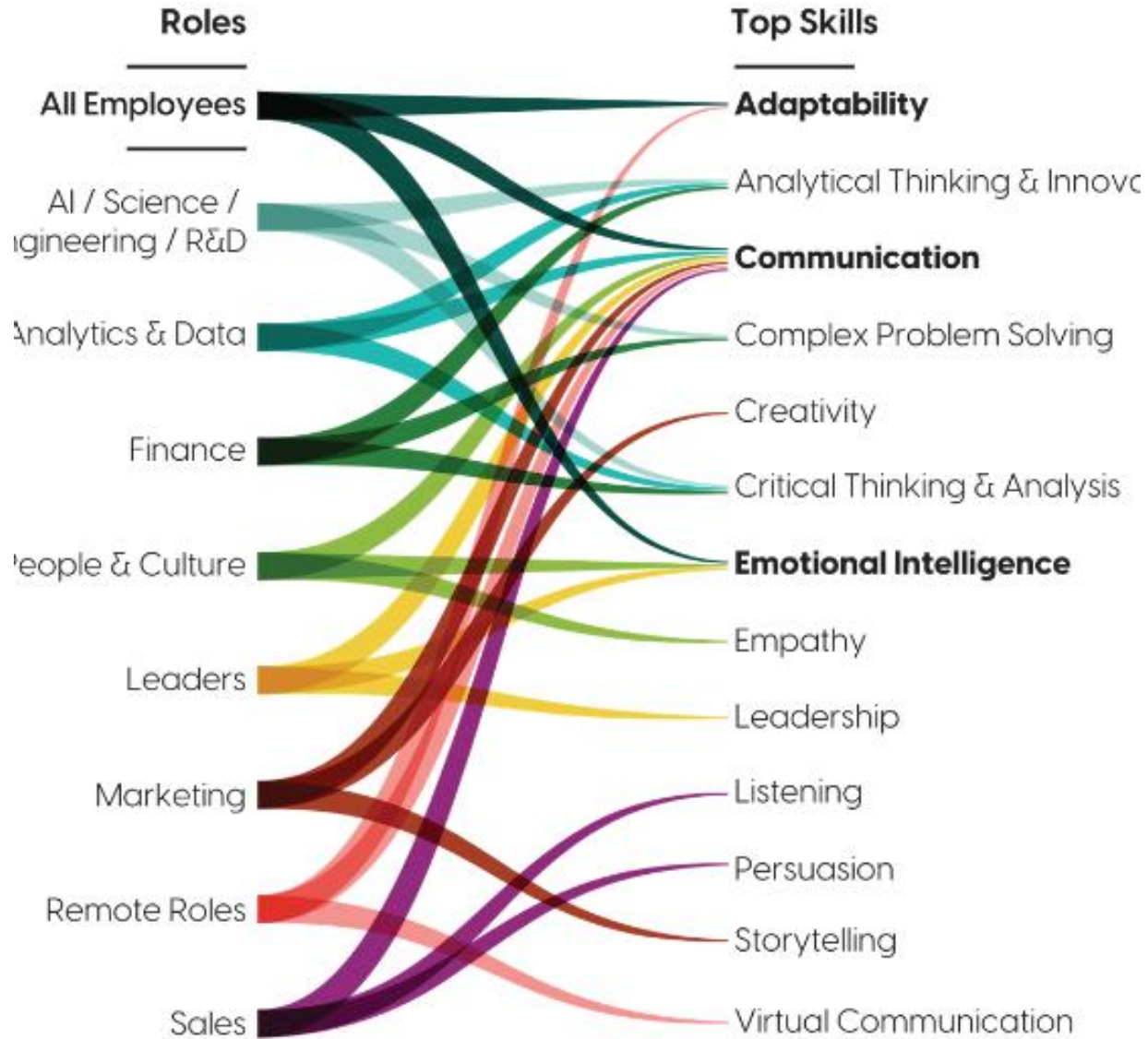
-Buddha



PRESSURE TOLERANCE

Being pressure tolerant means being able to perform a task and make the right decisions under adverse conditions.

Top 3 Power Skills by Role

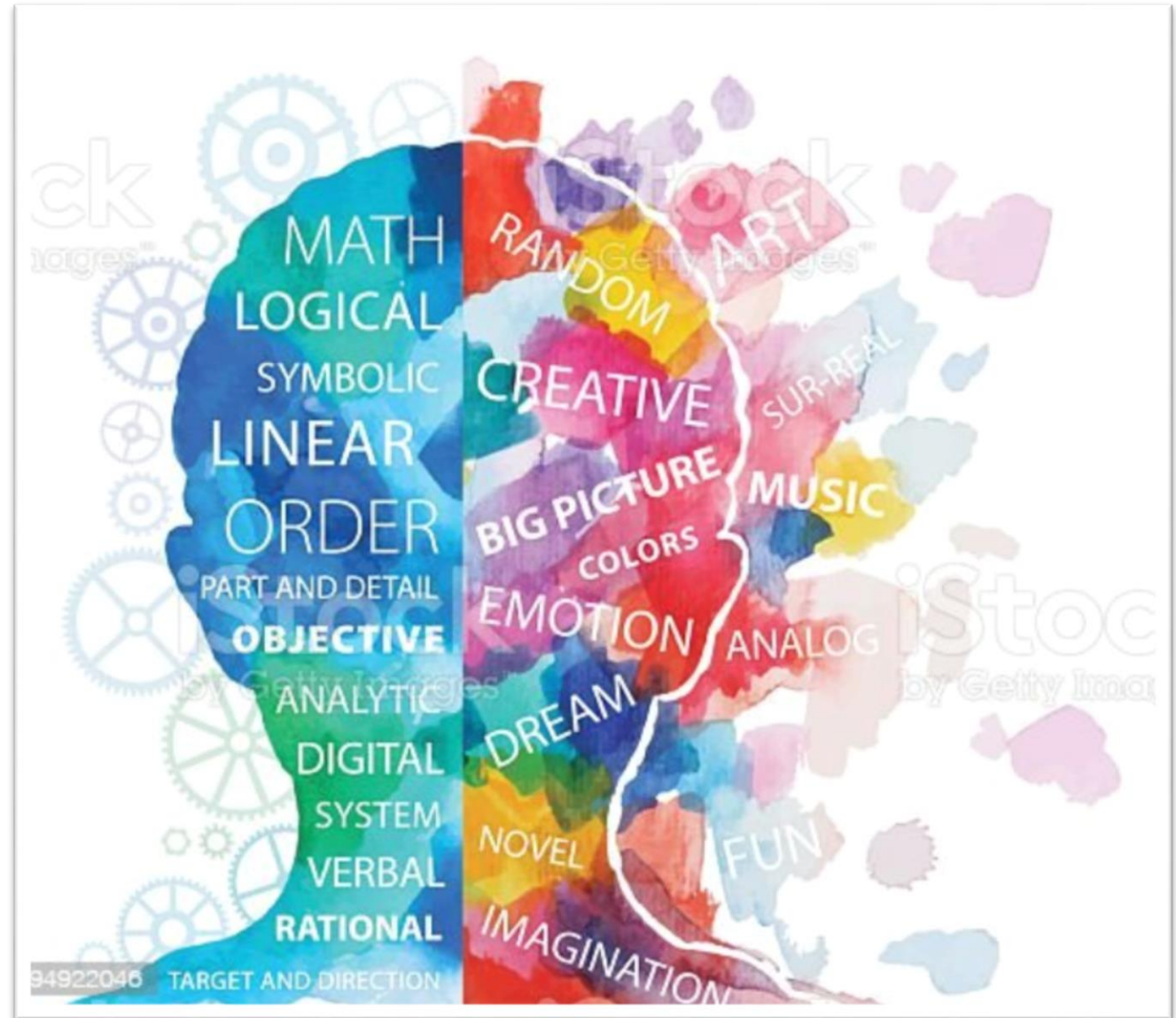


OUR SKILLS MUST BE TAKEN TO THE NEXT LEVEL AND BE TRANSFORMED



The company needs people who are better prepared to face an increasingly complex market, in which multidisciplinary profiles will be necessary.

In other words, people who know how to combine the logical and organizational **left brain** with the creative and artistic **right brain**.



Our ports should have the best professionals

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**I come back to the
question:
Are we prepared to
lead in this
environment?**



What if we put our power skills into practice?

The voting
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The species that survive
are not the strongest,
nor the fastest, nor the
most intelligent, but
those that are best
adapted to change.
(Charles Darwin)

If you want one year of prosperity, grow grain;
if you want ten years of prosperity, grow trees;
if you want a hundred years of prosperity,
grow people".



