

Michael Abrashoff Keynote:
It's Your Ship—Achieving Breakthrough Performance

When **Mike Abrashoff** took command of the *USS Benfold*, morale was low, turnover was high, and the ship's performance ranked near the bottom of the Pacific Fleet. Just twelve months later Benfold was ranked #1 – using the very same crew. The lesson was clear – leadership matters and culture is everything. This inspiring talk is for every individual and organization looking for practical and usable ways to take organizational performance to new heights. In Mike's case, he realized that before the ship's performance could change, he had to change his leadership style. Mike worked to create a culture of trust and empower his crew to take charge and use ingenuity and initiative to improve every aspect of the way things were done. Top-down leadership is dead, so when the crew would present a problem, Mike became famous for responding "What would YOU do? It's YOUR ship!" Mike's presentation leaves audiences with the tools and inspiration to accomplish big goals.