

Drive Change and Boost the Company's Efficiency

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CHANGE

IS 70% of Change Efforts Fail

HARD

WHY CHANGE ?

- **Company's Strategy is Diversified**
- **Move from Family Business to Corporate Environment**
- **You cannot survive with the present status**

Step 1

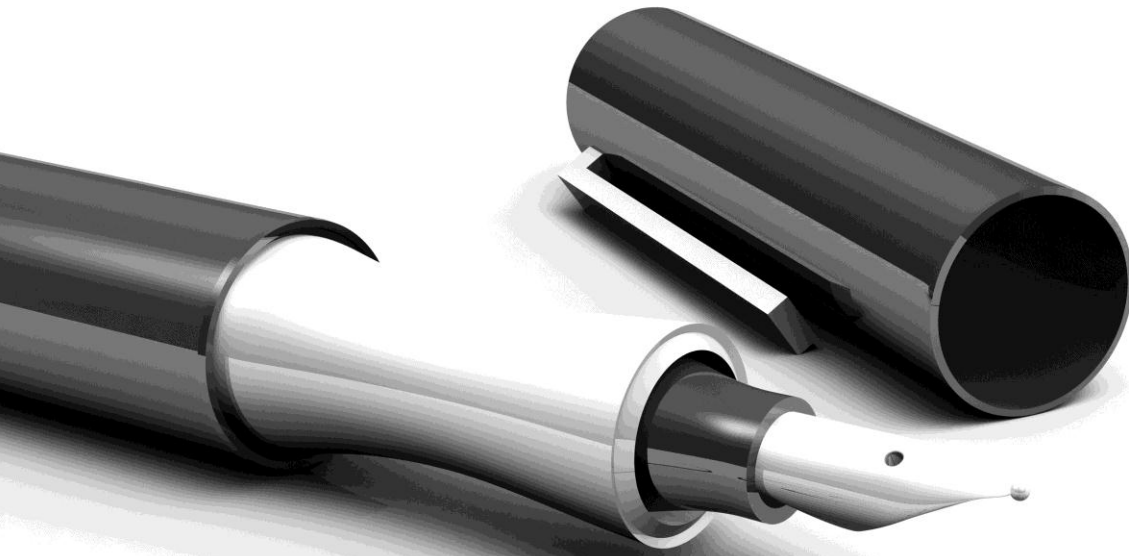
Develop the Awareness Culture



Step 1

Develop the Awareness Culture

- Bring outside reality in. Explain what is really important for the Company.
- Make your colleagues to “hunt” their tasks and not just waiting at their desks to be fed.
- Ignore irrelevant activities and make time for the important ones. Do not waste time.
- Eliminate the choice of Comfortable.



We are one!

**Regroup, Refocus and Unite people to create a Winning Mindset,
Culture and Positive Team Environment**



Step 2 **Develop a** **Change-Driving** **Team**

Step 2

Develop a Change-Driving Team

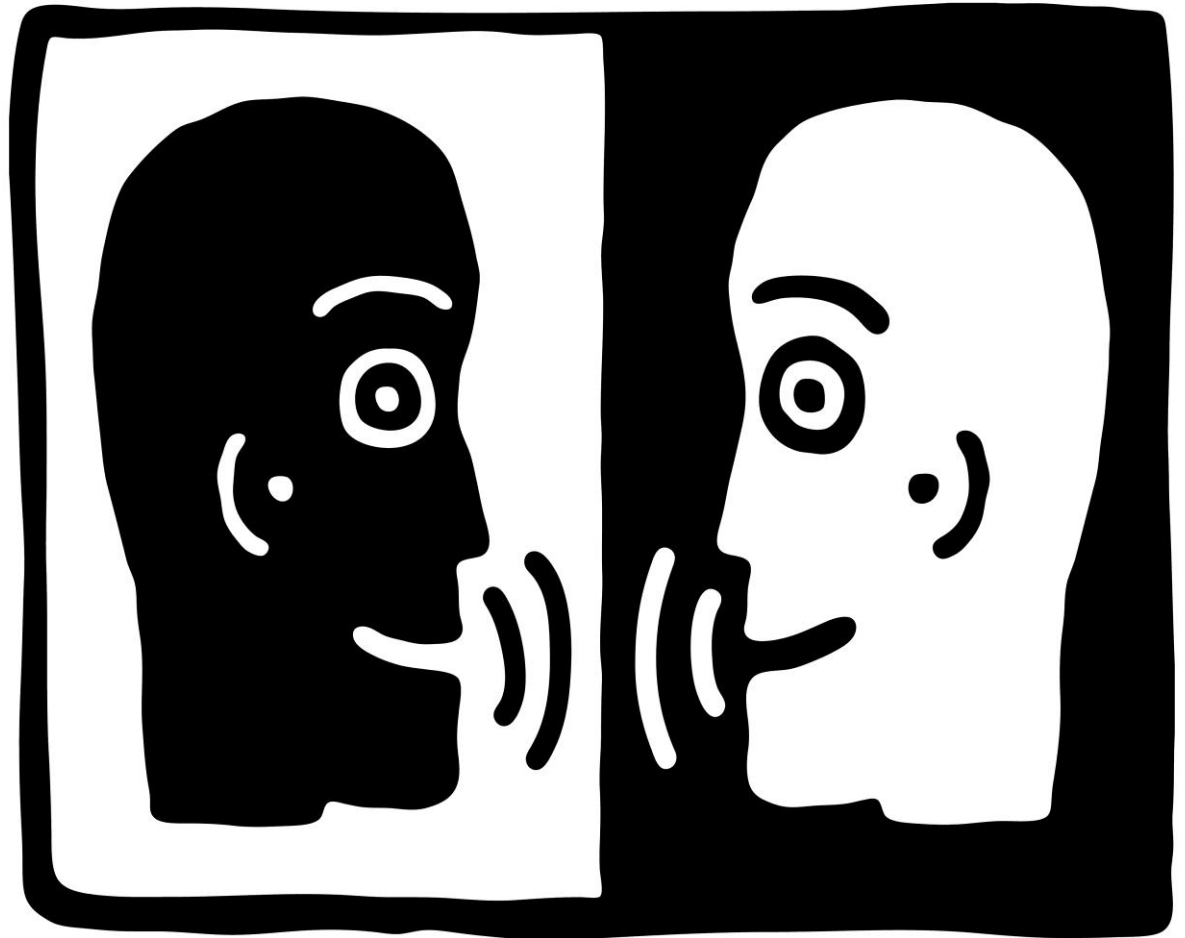
- Ask for Volunteers. Passion powers change.
- Invite Outsiders to join the Team.
- Promote the “want to” instead of “have to” concept.
- Team shall have trust and a shared objective.
- You need Enthusiasm and Energy.



A Diverse Many, not a Limited Few

Step 3

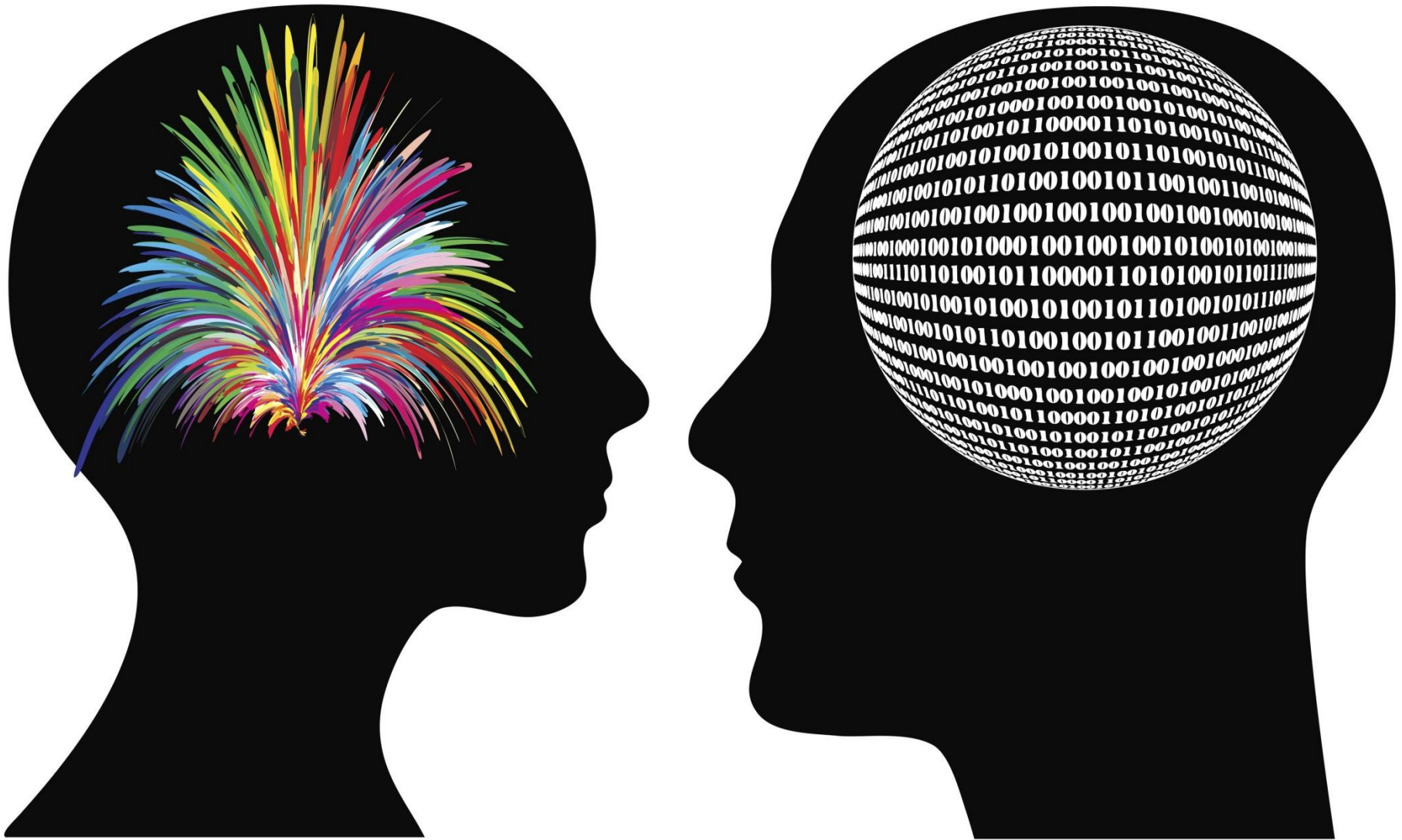
Communicate The Change Vision



Step 3

Communicate the Change Vision

- Be Adaptive, Flexible and Innovative.
- Behave in ways that are consistent with our vision.
- Fill the Void. Bridge the gaps.
- Invest time in One-on-One conversations.
- Address the naysayers. Ignore gossip and criticism.



**People have different perceptions thus you need to communicate your vision with patience and using plain language.
Avoid sophistication and “Think Small”**

Step 4

Enhance Middle Management



Step 4

Enhance Middle Management

- **Encourage Information Sharing. Avoid blocking of daily stuff at senior managers' desks.**
- **Involve more "hands-on" colleagues in the every-day task delegation. Revise Formal Structures.**
- **Promote those who are Responsible and wish to become Accountable.**
- **Do NOT by-pass senior managers.**



Trust and Invest in Women

Step 5 Build-up Success

WIN



Step 5

Build-up Success

- Set clear and tangible targets (Vetting Record, TMSA score, Budget Results) and generate short-term wins.
- Wins undermine those who resist to change.
- Wins make sacrifices worth it.
- Celebrate wins.



Success enables Team to fine-tune the Vision and Change Initiatives

Step 6

Maintain Momentum



Step 6

Maintain Momentum

- Don't declare victory prematurely.
- Take Decisive Action. Tackle problems; don't avoid them.
- Eliminate unnecessary work that demoralizes colleagues.
- Let go. Accept that change is going to happen with or without you. Know what is beyond your control.



Think Positively. Be Hopeful and Optimistic. Focus on what you want to achieve and not what you fear you will lose.

FIRST
win the **WORKPLACE**
THEN
win the
MARKETPLACE



**CULTURE drives BEHAVIOR then BEHAVIOR drives HABITS and finally
HABITS drive RESULTS**

INSPIRE your team

not just to

SURVIVE

but to

THRIVE



Stay **HUMBLE** but remain **HUNGRY...**

Good Luck !