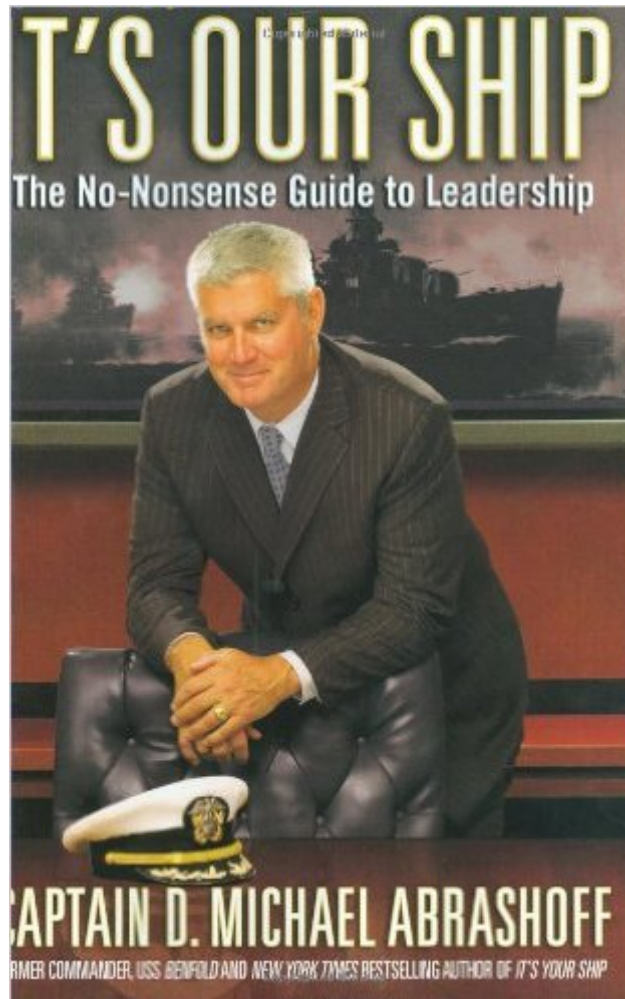


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# It's Our Ship: The No-Nonsense Guide To Leadership



## Synopsis

The story of Captain Abrashoff and his command of USS Benfold has become legendary inside and outside the Navy. By governing his ship with his unique management techniques, Abrashoff turned the Benfold into a model of naval efficiency, with amazing cost savings, the highest gunnery score in the Pacific Fleet, and a highly motivated and top performing crew. In IT'S YOUR SHIP, he first demonstrated how to bring his successful management techniques from the ship to the boardroom. Now, in his newest book IT'S OUR SHIP, in the same rugged, can-do voice, Abrashoff will focus on the leadership, motivational, and management insights and tips that he has learned from his last six years of addressing business and corporate audiences. Abrashoff's timely advice will be eminently prescriptive, and will feature anecdotes and insights from leaders of businesses large and small and from public and non-profit sectors.

## Book Information

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## Customer Reviews

I'm a big fan of Captain D. Michael Abrashoff's leadership methods and his books. His latest, IT'S OUR SHIP - The No Nonsense Guide to Leadership is the third in a series based on his command tour aboard USS BENFOLD (DDG65) and building on his experiences with leaders in the business world. In this third book, I see Michael's growth as an author and as a leader. The third book includes some snippets from the story outlined in his first best seller - IT'S YOUR SHIP. Sure to be a best seller in its own right, IT'S OUR SHIP provides a great blend of Michael's own story with those of other proven leaders in the business world. These are stories worth telling and Michael tells

them exceedingly well. In his latest book, he takes you back to USS Benfold, then to The Container Store, Pitney Bowes, Aflac, 1-800-GOT-JUNK and many other commercial enterprises before ending where he started - USS BENFOLD. From each enterprise, he brings together their leadership lessons with his and demonstrates that these principles work in every environment. All it takes is "collaboration" - the key word in this book. I come at the three books (the second was GET YOUR SHIP TOGETHER) from a different perspective and much more critical eye than most readers. I was commissioned the same year (1982) Michael was - though from Officer Candidate School in Newport, Rhode Island rather than the United States Naval Academy in Annapolis, Maryland. We both assumed command in 1997 (though my command was a shore command) and we both worked for the Secretary of Defense (though mine was Donald H. Rumsfeld - as fine, patriotic, and honest a man as ever served (twice) in that demanding position).

In "It's Our Ship," CAPT Mike Abrashoff describes the element missing from his first book, "It's Your Ship: Management Techniques from the Best Damn Ship in the Navy," a bold leadership approach that turned the conventional ideas of stodgy senior Navy leaders on its head. I used many of the techniques he described in his initial book to shape my own work environment in healthcare. What he describes in his latest book, and what I have come to realize in my own endeavors, is the wisdom of collaboration. Instead of encouraging healthy sustainable improvements, competition (as in "the best") can actually provoke schadenfreude (glee in another's downfall) and off-track searches for armor chinks. Collaborative leadership looks to the bigger picture, to the mission and accomplishments of the larger organization that create opportunities for all to benefit. Abrashoff uses the nautical theme to organize his material into eight chapters: 1. Ahoy - Welcome aboard our ship. In this chapter, Abrashoff describes one of the techniques he used on the USS Benfold to welcome new sailors and describes learning good and poor leadership in his experiences on the Benfold. He highlights the practices developing a company "World Tour," where new employees receive a "passport" with lists of to-do training and customer-service classes. Another company hired its best customers, resulting in a turnover rate of less than 10% while competitors routinely face 70% turnover rates. Companies must continue to recruit people even after they're onboard. 2. Buoy up your people - inspiring everyone to be their best.

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