



## It's Your Ship: Management Techniques from the Best Damn Ship in the Navy, 10th Anniversary Edition

By D. Michael Abrashoff

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The story of Captain D. Michael Abrashoff and his command of USS Benfold has become legendary inside and outside the Navy. Now Abrashoff offers this fascinating tale of top-down change for anyone trying to navigate today's uncertain business seas. When Captain Abrashoff took over as commander of USS Benfold, a ship armed with every cutting-edge system available, it was like a business that had all the latest technology but only some of the productivity. Knowing that responsibility for improving performance rested with him, he realized he had to improve his own leadership skills before he could improve his ship. Within months he created a crew of confident and inspired problem-solvers eager to take the initiative and take responsibility for their actions. The slogan on board became "It's your ship," and Benfold was soon recognized far and wide as a model of naval efficiency. How did Abrashoff do it? Against the backdrop of today's United States Navy-Benfold was a key player in our Persian Gulf fleet-Abrashoff shares his secrets of successful management including:

- See the ship through the eyes of the crew: By soliciting a sailor's suggestions, Abrashoff drastically reduced tedious chores that provided little additional value.
- Communicate, communicate, communicate: The more Abrashoff communicated the plan, the better the crew's performance. His crew would eventually call him "Megaphone Mike," since they heard from him so often.
- Create discipline by focusing on purpose: Discipline skyrocketed when Abrashoff's crew believed that what they were doing was important.
- Listen aggressively: After learning that many sailors wanted to use the GI Bill, Abrashoff brought a test official aboard the ship-and held the SATs forty miles off the Iraqi coast. From achieving amazing cost savings to winning the highest gunnery score in the Pacific Fleet, Captain Abrashoff's extraordinary campaign sent shock waves through the U.S. Navy. It can help you change the course of your ship, no matter where your business battles are fought.

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### Editorial Review

#### Amazon.com Review

Other than the sobering fact that real lives are regularly at stake, running a navy ship is a lot like running a business: leaders of both must get the most out of their crews to operate at peak efficiency and complete the tasks at hand. As commander of the highly acclaimed USS *Benfold*, Captain D. Michael Abrashoff irrefutably demonstrated how progressive management can succeed at sea; in *It's Your Ship*, he translates his methods into an approach that can also be applied by land-bound captains of commerce and industry. Describing "the ideas and techniques that I used to win my sailors' trust and, eventually, their enthusiastic commitment to our joint goal of making our ship the best in the fleet," Abrashoff cites embarrassing failures along with subsequent triumphs to illuminate the keys to his accomplished 20-month tenure aboard the guided missile destroyer. His suggestions: lead by example; listen aggressively; communicate purpose and meaning; create a climate of trust; look for results, not salutes; take calculated risks; go beyond standard procedure; build up your people; generate unity; and improve your people's quality of life. While hardly original on the surface, Abrashoff's course should provide practical direction and inspiration for any leader hoping for similarly positive results in similarly rigid organizations. --*Howard Rothman*

#### About the Author

CAPTAIN D. MICHAEL ABRASHOFF is a graduate of the U.S. Naval Academy in Annapolis, MD, and was a military assistant to the former secretary of defense, the Honorable Dr. William J. Perry. Abrashoff left the Navy in 2001 and became the founder and CEO of Grassroots Leadership, Inc., in Boston. You can visit his website at [www.grassrootsleadership.com](http://www.grassrootsleadership.com).

#### From [AudioFile](#)

Part leadership lesson and part memoir, this compact audio is a testament to the author's understanding of leadership in any large organization. His message is about helping people engage with their mission, which in his case was operating the 8,600-ton guided missile destroyer he commanded in the late 1990s. He advocates respecting people at every level, providing personalized training, and having an orderly system for rewarding high performers with more responsibility. Abrashoff is definitely in command and proud of his story but not lacking in humility and human perspective. Leaders of fast food restaurants and warships alike will be uplifted by his relentless efforts to care for the 310 men and women under his command. T.W. © AudioFile 2006, Portland, Maine-- *Copyright © AudioFile, Portland, Maine*

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As people who live in the actual modest era should be up-date about what going on or info even knowledge to make these individuals keep up with the era which can be always change and move forward. Some of you maybe will probably update themselves by looking at books. It is a good choice to suit your needs but the problems coming to you actually is you don't know what type you should start with. This *It's Your Ship: Management Techniques from the Best Damn Ship in the Navy*, 10th Anniversary Edition is our recommendation to make you keep up with the world. Why, as this book serves what you want and need in this era.

**Bella Singer:**

Reading a book for being new life style in this season; every people loves to learn a book. When you examine a book you can get a wide range of benefit. When you read textbooks, you can improve your knowledge, since book has a lot of information onto it. The information that you will get depend on what forms of book that you have read. If you wish to get information about your review, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, these us novel, comics, in addition to soon. The It's Your Ship: Management Techniques from the Best Damn Ship in the Navy, 10th Anniversary Edition provide you with a new experience in reading through a book.

**Laura Dupont:**

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