



Sail 7Cs™ Frequently Asked Questions (FAQs)

Why “Sail7Cs™”?

As a life-long sailor, I have sailed tens of thousands of miles across all seven seas. The sea is a demanding mistress and once or twice, my life has hung in the balance. But I have been lucky, and though humbled by those experiences, I have survived, learned a few important life lessons and had the good fortune to live to sail another day!

Through Sail7Cs™, I share my learning with people at work using the rich living metaphor of a sailboat passage at sea. Together we explore such questions as: What does it take to get off the dock, and put to sea on the passage of a great career or business venture? How does our business survive the storms, like the current economic recession/depression? What does it take to steer our business across the vast unbroken plain of the sea to our unseen goal over the distant horizon? How do we keep heart in the face of setbacks and disappointments, when things over which we have no control overturn our plans? When the water is rising over the floor boards and we see we are sinking, what is our most effect response? How do we build the seamanship or capacity to out-think, out-do and out-last our competition?

Sail7Cs™ creates a fun and rich dialogue that leads to powerful learning and concrete outcomes.

What are the 7Cs?

Arising out of the sailing metaphor, Sail7Cs™ is an integrated suite of principles and practices set out in seven different theme areas: Captaincy, Course, Courage, Capacity, Companionship, Curiosity, and Compassion.

Sail7Cs™ encompass a universal set of values, which are the basis for interdependent and complimentary streams of activity and learning leading to success and extraordinary outcomes.

Sail7Cs™ is a consulting framework for discovery and solution. We use the principles and practices to guide structured dialogue, strategic planning and program implementation.

Why are the 7Cs relevant to business?

Sail7Cs™ is as a framework to build a strategy and draw a road map to get your businesses to the finish line before the competition. Its focus is strengthening your primary resource – your people. Using the principles and practices of Sail7Cs™, you implement interdependent and complimentary streams of activity and learning to uncover and build on the strengths.

For your business, use the 7Cs as a learning and strategic planning framework to understand and solve business challenges.

With employees, use the 7Cs™ to build and laser capability, then link that capability to purpose. This unleashes the great force for life and creativity that lies deep within us all, but unfortunately, lies dormant in too many careers and in too many businesses.

In business, we are all looking for ways to get the edge, the advantage, and win the race. If we are to out-sail the competition, we must do some different things and do some things differently,

Don't most businesses already have the 7Cs, but with other names?

Some have some parts of the 7Cs in an 'accidental', incomplete way. Sail7Cs™ uncovers the gaps and fills them in a comprehensive and unique way.

For example, few businesses exploit the opportunities of "Courage" or "Capacity". We see daily how organizations do a poor job of rewarding risk, innovation and experimentation. This is partly because 'Courage' is too seldom a part of a business's culture. The ideas behind 'Courage' are simple, but it takes intention, strategy and practice to create a courageous organisational culture. Likewise, few organizations have a strategy or the intention to build the emotional, spiritual and physical capacity of its human resources. Businesses fail to exploit the opportunity because some believe it's not their place and others lack the know-how.

The 7Cs seem concerned with remarkably 'soft' values in the 'hard' world of business, are they relevant?

When it comes to getting the edge, it comes down to the strength of your people: "Soft is hard". Let's go back to the sailing metaphor. The sea, like our work, is an indifferent and sometimes ferocious environment, yet the so-called soft values of the Sail7Cs™ are necessary to weather the storm. Why?

A business, like a ship, is only the instrument of the captain and crew. Yes, we need to be certain the ship is kept seaworthy and sound, but the crew must be able to keep her fit and sail her to her destiny. It takes all the leadership of 'Captaincy', all the competency of maintaining 'Course', all the 'Courage' and 'Capacity' of the crew to climb high in the rigging in a storm, to sail the ship through fair weather to sunnier times.

As we move into the post industrial, information era, we are remembering the primary resource in our business are our people, not our machinery. Sail7Cs™ gets extraordinary results because its does very well what others are still learning to do – build human capacity, align heart, and focus effort and activity to a common, collective purpose. That is why 'soft' values of the Sail7Cs™ get Extra-Ordinary 'hard' results

How can I put the Sail7Cs™ to work in my business?

Sail7Cs™ is a cultural assessment and change tool, to assess and implement a change initiative to unleash employee power.

Sail7Cs™ is a crisis solution tool used in an organisational discovery process to assess and implement a plan to address general or crisis conditions.

Sail7Cs™ is a consulting framework for strategic planning and development plans.

Sail7Cs™ is an Executive Coaching developmental tool, to develop and focus Executive Coaching outcomes.

Where do I find out more about Sail7Cs™?

www.sail7cs.com or email: info@sail7cs.com Call Cresswell Walker +65 9022 5472



