



World Sailing

World Sailing Culture & Values

September 2017



World Sailing Culture, Values & Behaviours

Our Purpose

Why we do what we do

Our Culture

The overall spirit and ethos of our organisation

Our Values

Our core beliefs and attitudes that define who we are

Our Behaviours

The practical ways in which we work



Our Purpose



Leading sailing to a brighter future

We believe that sailing has an incredibly positive effect – on individuals, teams and whole communities.

In a complex and fast-changing world, our sport can be a force for good, helping us to progress, build strong friendships and unite together to protect the waters of the world.

We want to share our passion for sailing with as many people as possible around the globe and see the sport grow.

This worthwhile cause is our central, unifying purpose.

The spirit of sailing that inspires us

Freedom: At times all sailors want to escape some of the conventions and limitations of life on land.

A love of the natural environment: We want to get close to the elements and experience the intense beauty and drama of the natural world.

A common bond: Sailors the world over share a love of the sport and of the natural world. “Après Sail” is the spontaneous and informal spark for lasting friendship and fun, wherever you choose to sail.

Adventure: With an intrepid spirit, many sailors like to push the boundaries and “sail close to the wind” in their pursuit of excitement and to discover what is possible.

Competition: Sailing pitches us against the elements in a sophisticated and ever-changing battle of skill and wits. Sporting competition allows sailors to compete against each other through fierce but friendly rivalry at all levels.

Innovation: Since the first sails were raised, sailors have wanted to make their boats go faster, reach further and perform better. This curiosity and ingenuity has resulted in relentless innovation.

Teamwork: The most fun that you can have is sailing as part of a team, where different skills and experiences help you learn about life, achieve more and develop a deep respect for others.

Our Culture



Team Spirit

Great team work is central to many of the best sailing experiences and we want World Sailing to be an exemplar of the very best 'one team' culture.

We want sailing to be enjoyed by everybody and we embrace people of all backgrounds, races, nationalities and abilities. It's part of our role to unite people through our love of our sport and we want World Sailing to be a force for positive change. 'For the love of sailing' is the simple and pure expression of this shared passion and commitment.

We treat every member of our growing global family with the highest levels of respect. In the office or on an event, it requires us each to be the best we can be at our own job, to support each other well and to come together effectively to achieve common goals. It is this unity of purpose that binds us together.

We have huge respect for the skills and experience that different people bring to the team. We listen carefully to the advice and views of our colleagues.

We look out for and protect each other and will go the extra mile to support a colleague when required, because we know that they in turn will help us when needed.

We know that we are better together than on our own.

Our Values

Integrity

At the heart of what we do is the regulation of sporting competition. We define and uphold the rules of sailing so that individuals and teams can compete in an open and fair way with each other. Defining and upholding those rules with absolute integrity is therefore central to who we are. As an organisation, we remain politically neutral and exist to serve the interests of the whole sport.

Ambition

We are ambitious for the future of sailing and want our sport to progress and grow, achieving greater reach and impact across the globe. To do this, we need to be ambitious in our own areas of expertise, honing our knowledge and skills so that we can lead positive change and can develop as individuals. We work to very high professional standards so that World Sailing will become a beacon for others. We must define and deliver best practice and facilitate others to perform at their best through the work that we do.

Our Values



Resilience

Few people get involved with sailing because they think it's going to be easy. It takes great focus and effort. But the rewards are huge. We each need the capacity to be able to deal with changing situations and manage periods of high intensity. Staying positive and remaining flexible in approach are key to developing the resilience required. As an organisation, we are also focused on developing the financial resources that will secure a sustainable future for sailing.

Resourcefulness

Making the very best use of our resources is part of the DNA of every sailor. We are pragmatic people who know how to get things done and are not overly reliant in others. When we need to, we are very creative and find innovative ways to overcome challenges. To do this we harness the broader knowledge and expertise of our colleagues.

Our Behaviours

Communicate Clearly

As an essential part of the global sailing community, we need to engage and communicate with members and partners in every nation as consistently and clearly as possible. We try to ensure all our communications are timely, open and delivered in plain English.

We work as one team and speak with one voice, providing clear leadership to the sport. Our activities and operations should be as transparent as possible so people understand why we take the decisions we do.

Within World Sailing, we all need to understand the specific, realistic goals that we need to deliver. We link back to our core purpose (why?), set expectations (who? how?) and establish clear timeframes (when?).

We make effective use of many different communications channels to reach all our stakeholders but, wherever possible, we try to make it human, building personal connections with our colleagues and the wider sailing community.

Internally, we ensure that information is regularly cascaded throughout the organisation in a two-way flow so that everyone has a clear understanding of current objectives, activities and priorities.

Our Behaviours

Stay flexible

We are a progressive organisation focused on the future and therefore, as individuals we are willing to embrace new ideas and ways of working.

As an international federation with a busy global events programme, we are willing to be flexible in when and where we work to support our colleagues and the wider sailing community.

Be proactive

We think ahead and anticipate what is coming next.

We take responsibility for leading change and innovation in our areas of expertise. It is part of each of our roles at World Sailing to develop better ways of working that add value to what we do.

Collaborate well

We recognise that everyone has a contribution to make and are willing to listen to different opinions and ideas and actively seek alternative perspectives where possible.

We always treat others in the way we would like to be treated, respecting different cultures and backgrounds and making allowances for any language barriers.

Different people work in different ways and we make allowances for this.

Even when we are very busy, we remain mindful of other people's priorities, agendas and commitments.

We use the phrase 'yes I/we can' much more often than 'no I/we can't'.