



# A.P. Moller – Maersk

## Introducing our Coaching Strategy



INTERNATIONAL COACHING WEEK

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## OUR PURPOSE

# Improving life for all by integrating the world

— The integration illustrated by five years of Automatic Identification System (AIS) transponder data from A.P. Moller - Maersk vessels registered in the company's scheduling system GSIS

● Gateway and hub terminals

A.P. Moller - Maersk is an integrated logistics company working to connect and simplify its customers' supply chains. As a global leader in logistics services, the company has 100,000+ customers, operates in more than 130 countries and employs around 100,000 people. A.P. Moller - Maersk is aiming to reach net zero emissions by 2040 across the entire supply chain with new technologies, new vessels and green energy solutions.

## Ocean



Green methanol-enabled vessels on order 24

Containers per annum (m FFE), serving over 475 ports worldwide 11.9

Container vessels deployed 670+

## Logistics & Services



7,800k+ sqm warehousing capacity worldwide across 460+ sites

Electric vehicles in operation; 200+ more on order 100+

Intermodal volumes managed (m FFE) 4.0

## Terminals\*



Moves in 2023 21.7m

Vessel calls 27,000+

Operating facilities across 35 countries; 3 new port projects 62

\* Gateway terminals and hubs

## Major Milestones Timeline



1904

The Steamship Company Svendborg, forerunner to today's A.P. Moller - Maersk, was established by A.P. Møller together with his father Peter Mærsk Møller on 16 April 1904.



1928

Initiation of the first regular liner service between US, Japanese and Philippine ports, also known as the Panama Line.



1947-1975

Maersk Line expanded its network to the Middle East, Africa and Europe.



1965

Our founder A.P. Møller died at the age of 88 and his son Mærsk Mc-Kinney Møller assumed leadership of the company.



1993

After 28 years at the helm, Mærsk Mc-Kinney Møller stepped down as CEO and daily manager of the company.



1986-2000

Maersk Line became a global container carrier with own offices in more than 130 countries.



1977

Containerization led to the establishment of the freight forwarding company Mercantile. Later re-branded to Maersk Logistics (2000), Damco (2007) and now an integrated logistics offering in Maersk.



1975

Maersk launched its first containerized service on the original Panama Line, on 5 September 1975.



2001

APM Terminals was established as an independent business unit.



2016

A.P. Moller - Maersk announced the strategic decision to reorganize, from a diverse conglomerate to a focused, integrated transport and logistics company.



2019

Maersk Line's and Damco's commercial organizations were integrated, and Maersk went to market under one brand name.



2023-2024

A.P. Moller - Maersk takes delivery of the world's first feeder and ocean vessels able to run on green methanol.



MAERSK



## Our Coaching Strategy

### Our vision for coaching and ... why now?

Our **vision** is to *build a strong coaching culture in Maersk with inspiring, engaging, empathetic leaders and thriving colleagues.*



## Our Coaching Strategy

# Developing Potential through Coaching



**Unlocking MY Potential:**  
1:1 Coaching in platform



**Unlocking MY TEAM's Potential:**

Coaching Skills: for leaders and change catalysts



1:1 Coaching: **Internal** Coaching Roster and CoP

Leveraging existing certified coaches in Maersk



1:1 Coaching: **External** Coaching brokerage through our new Coaching Platform



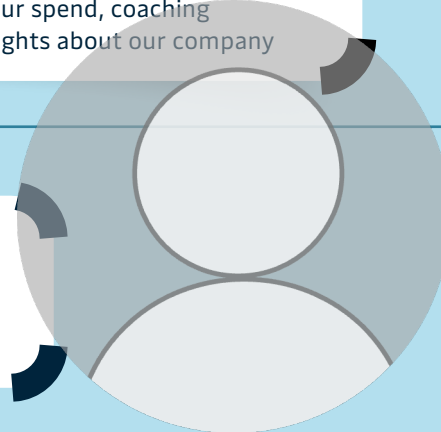
**Coaching Policy** - Enterprise Dashboard and Reporting

Having quantitative data of our spend, coaching efficiency and qualitative insights about our company



Group Coaching: insourcing

Cost savings and avoidance and increase in quality





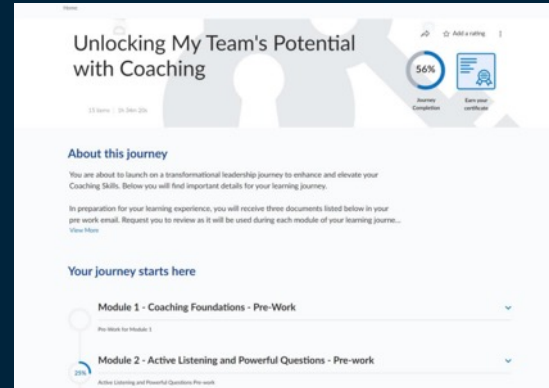


## Running pilots for a leader and employee centric approach



### 1. Internal Coaching Roster for Women in Leadership

- Tested our newly set up Internal Coaching roster with 40 women



### 2. Coaching Skills for leaders

- Piloted with 40 sr mgrs and directors globally
- Agile and design thinking approach



### 3. External coaching: coaching platform

- Tested our new coaching platform and brokerage with 12 sr managers and directors



## Running pilots for a leader and employee centric approach

### 1. Internal Coaching for Women in Leadership

1. How much has coaching helped you achieve your objectives (1=low 10=high): 9.2
2. How would you rate your coach's ability to create a fostering, supportive and non-judgemental environment (1-10)? 10

#### Internal Coaching Testimonials

*"My coach was awesome. She challenged me to think of a different way to view my weaknesses and posed a lot of questions for me to reflect on and revert the perception on the weaknesses"*

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*"The coaching has been extremely impactful - I took a lot away and used my coaching to also reflect on my learnings and development throughout"*

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*"It is very useful to go deep on a specific topic and finish the session with some actions. Where I'm at the moment I prefer when coaching is not only about questions after questions but more of a discussion where the coach's experience is shared and discussed (even if it is a bit closer to mentoring)"*

*"My coach is just wonderful - we clicked from day 1 and she has made me really feel much more confident in myself, helped me see how my thoughts have been limiting and affecting my views on myself and to look at things in a different way. She has been a great support personally too."*

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*"First time taking part in formal coaching and it was incredibly useful in helping me unlock my thought process and find solutions."*

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*"I felt 100% comfortable since day 1, she created the right atmosphere that enabled me to find my own way on how to reach my goal, which is not always easy. She has helped me a lot and in fact we've agreed to keep in contact some time during the year"*

*"Excellent. My coach was extremely empathetic, shared personal relatable insights, encouraging and pushing/ challenging where needed."*

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*"My Coach really challenged me to find the answers from within. At first I found it frustrating that she was not giving any direct answers but i gradually began to see that by letting me introspect and find the answers from within, I was able to come up with solutions, reflections and sometimes a change of heart (where I thought the issue was with others) that were authentically me, relatable and most importantly easy for me to follow through because it didn't feel imposed."*

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*"Coaching was one of the best parts of the program. My coach really helped me a lot to think deeply about certain topics (not just related to work also to help many different aspects of life, process of downsizing etc. ) and ask questions to have different perspective when I had to make decision for new career path"*





What's next?

- **Launching Coaching Skills for leaders globally this week**
- **New pilot coaching platform – with executives launching end May**
- **One Coaching Policy – awareness and enforcement**
- **Keep growing and maturing our Internal Coaching Roster and CoP**



Thank you.