

# Ahoy there for your next staff incentive session!

✘ A businessman and yacht Captain whose father used to build yachts in Fife is targeting Edinburgh firms with his unique performance boosting and staff incentive sessions on board Lord Jim, a 24 metre steel ocean yacht.

Michael Romeling, who is a business behaviour specialist, lived in Dunfermline before joining the Merchant Navy as an Officer. His father was a yacht builder at Rosyth Dockyard. Michael purchased the yacht Lord Jim in 2000 and sailed the vessel around the world before setting up in business in 2012.

As well as covering the corporate sector, his company *Lord Jim Sailing Holidays* offers all inclusive, five star sailing and cruising holidays for small groups around the Scottish Western Isles in the Summer Season. (May to September). Lord Jim can also be privately chartered to accommodate a small group. There are priced options for day experiences and longer, incorporating Distillery tours and water sports options. The company also offers private hire for weddings and exclusive dinners.

Michael Romeling said: "Edinburgh firms are a big target for us. Corporate groups can embark Lord Jim at Troon, Mallaig or Oban. We have just refitted Lord Jim at a cost of £220k so it's another reinvestment for us in this business. We are aiming for corporate business to account for at least 20% of our overall turnover in 2015."

"We have also implemented a new sales and marketing campaign and made improvements to our website. We have also refined who our corporate customers are and what they are looking for in this type of incentive or performance boosting session," he said.



Michael believes that the words “Team Building” can be misinterpreted.

“To build a successful team takes many, many years,” he says. “Some training sessions perhaps suggest it can happen instantly. But individuals and small leadership teams can achieve success in boosting performance by being taken out of their day to day environment to create change.”

He believes his luxury yacht “Lord Jim” provides that special environment. “In the last three years since running Lord Jim Sailing, I have appreciated that taking people away into an environment where I can control possible external influences, allows individuals to reflect, think and act in a different

way. This has been of great success.”

“Lord Jim, as a base for such an exercise, has proven to be capable of creating this environment. Companies that are looking for seriously improved performance through renewed thinking, attitudes, belief and leadership, are not disappointed in their new found results. We can even get individuals behind Lord Jim’s wheel and let them take control for a real boost in confidence and achievement. ”

“The stunning scenery of the Western Isles is also a very inspiring backdrop.”

*Lord Jim Sailing* has won the backing of David Adams McGilp, Regional Director, VisitScotland. He said:

“It’s always great to hear of new investment in Scotland’s sailing holiday sector and developments which extend and enhance the quality of choices for corporate guests from the UK and overseas, and I commend Lord Jim Sailing’s commitment to consolidate its share of the corporate charter market and wish Michael and his crew every success.

Corporate Team Events are from £2,948.00 per day, excl. Vat.

[www.lordjimsailing.com](http://www.lordjimsailing.com)