



Navguide Solutions
Reimagining Maritime Competence

The Navguide News

Your monthly update to the most innovative concepts that organically uplift the performance standards in merchant vessels and lead to a safer maritime industry.



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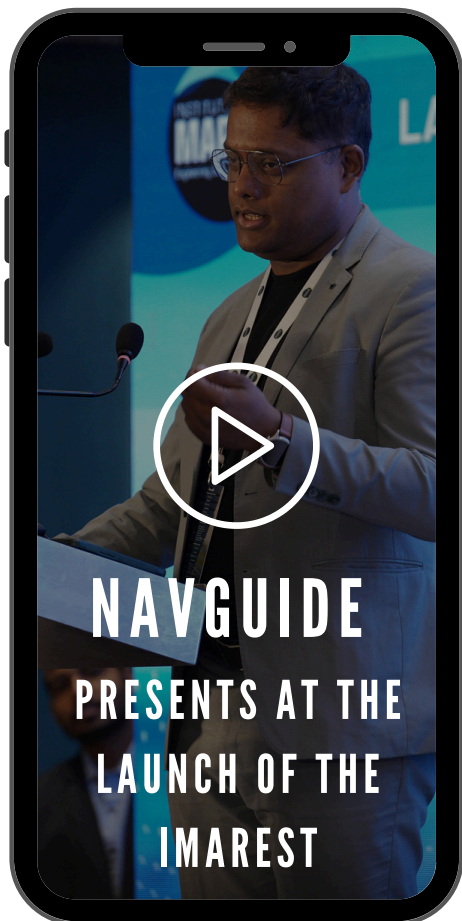
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PEOPLE DON'T LIKE TO READ!



What performance tools have we given our Masters and Chief Engineers? Ships are run by **text** – Checklists, Circulars, SMS, PMS, Manuals, Publications, emails, while our job at sea is highly application-focused. Seafarers misunderstand written content, with limited engagement and interest. Confusions lead to accidents; claims and poor SIRE 2.0, RightShip, and PSC performance. Text can say **what** to do, not **how**. Is there a better way?

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WHAT'S NEW WITH NAVGUIDE?

October was eventful.

The field impact of our app, [Guide2Inspections](#), became apparent when several vessels we are working with reported a clear reduction in Rightship Observations and in the crew's active engagement. Several seafarers have paid on their own to subscribe to our app. We presented at the Institute of Marine Engineers of India (IMEI) at the IMEI house in Mumbai, and also attended the International Association of Maritime Universities (IAMU) Annual Conference in Chennai. [We spoke at the IAMU event](#) addressing the Maritime Universities all over the world, closely followed by the inauguration of the [launch of the IMarEST India Chapter](#), in Bhubaneswar.

60-SECOND INSIGHTS

5th Engineer Malcolm's thoughts while entering the training room: "The company has allocated a training on Aux Engines for me. I'd better complete it, or my next promotion will be delayed." While entering the Engine Room: "We are overhauling the Aux Engines today! I hope I get to learn from the new Chief Engineer."

Where do you think he really learns his job?

TELL US ON LINKEDIN

Biggest barrier to new software implementation in a company is

Software often fails | Users do not use it | Implementation is costly | Takes too long to implement |



The Navguide News

Your Monthly Email Newsletter

CAN TRAINING BE MEASURED?

by Capt. Debashis Basu

Choosing Training A over Training B? Why?

In a [LinkedIn poll we conducted](#) last month, **81%** of the participants voted that the effectiveness of training should ideally be judged by a measurable performance outcome. As in, the individual –and by extension the vessel–must perform better.

Yet, that is rarely why a training solution is chosen—money often flows based on boardroom impressions. To sell my training solution to you, I can almost always justify it by saying: “*I have trained over 50,000 seafarers!*” or that “*I spent a million dollars creating this training,*” or any arbitrary metric that I want. Business decisions are made because you **believe** it will work.

For decades, in the real world, we have been unable to draw a direct link between training and performance. So, a shipowner earning **US\$100K per day** allocates only **US\$18K per year** as his training budget— he just can’t relate these two numbers.

How will training impact my revenue?

Our app [Guide2Inspections](#) answers that. While it serves as a mentoring tool for seafarers building their confidence, we bring back the results to the Owner’s Admin Dashboard to demonstrate objective improvement in vessel performance: i.e. Lower Rightship or SIRE 2,0 observation count; reduction in claims, identifying detainable deficiencies, etc. That’s your missing link!

WATCH VIDEO



Download Our
Brochure