



The International **Propeller** CLUB of the United States

Through the Eyes, Hearts & Minds of Our Members

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14 September 2026



thank you!



We will explore...



- The Footprint



- Views & Relationship



- The Way Forward

The Study ID at a Glance

1. Extensive Quantitative Survey

- Online via email
- Structured Questionnaire
- Sent to all Members
- Sample: 337 members
- Fieldwork : July–August 2026

2. Qualitative Research: IDI's

- 9 open-ended interviews in total, each lasting over 1 hour
- Range of member profiles (sector, gender, membership tenure)
- Online 26.8 – 4.9.2026

Thank U!



- **Engagement/
communication**
- **Benchmark**
- **Guidance**

Value, role & contribution of each method

Quantitative

- Quantitative statistical findings
- Participation of a large number of members
- ‘Rational’ responses

Qualitative

- In-depth interviews
- Open, free-flowing discussion
- Broader, deeper exploration
- Use of non-verbal cues

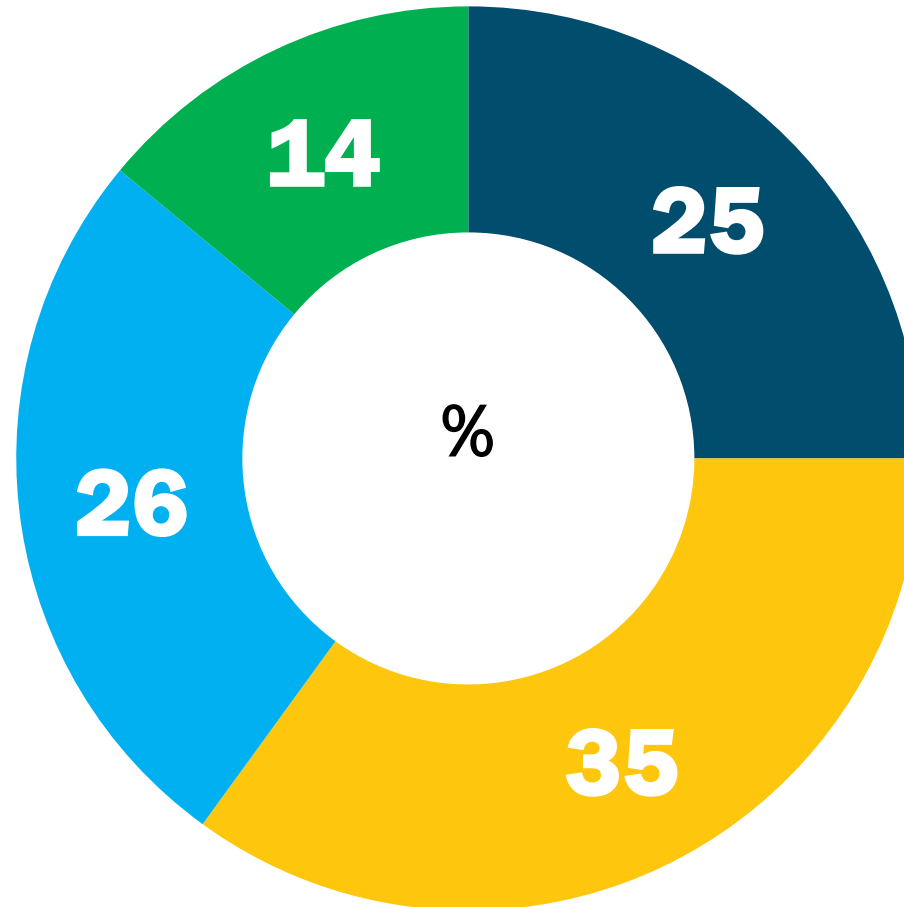
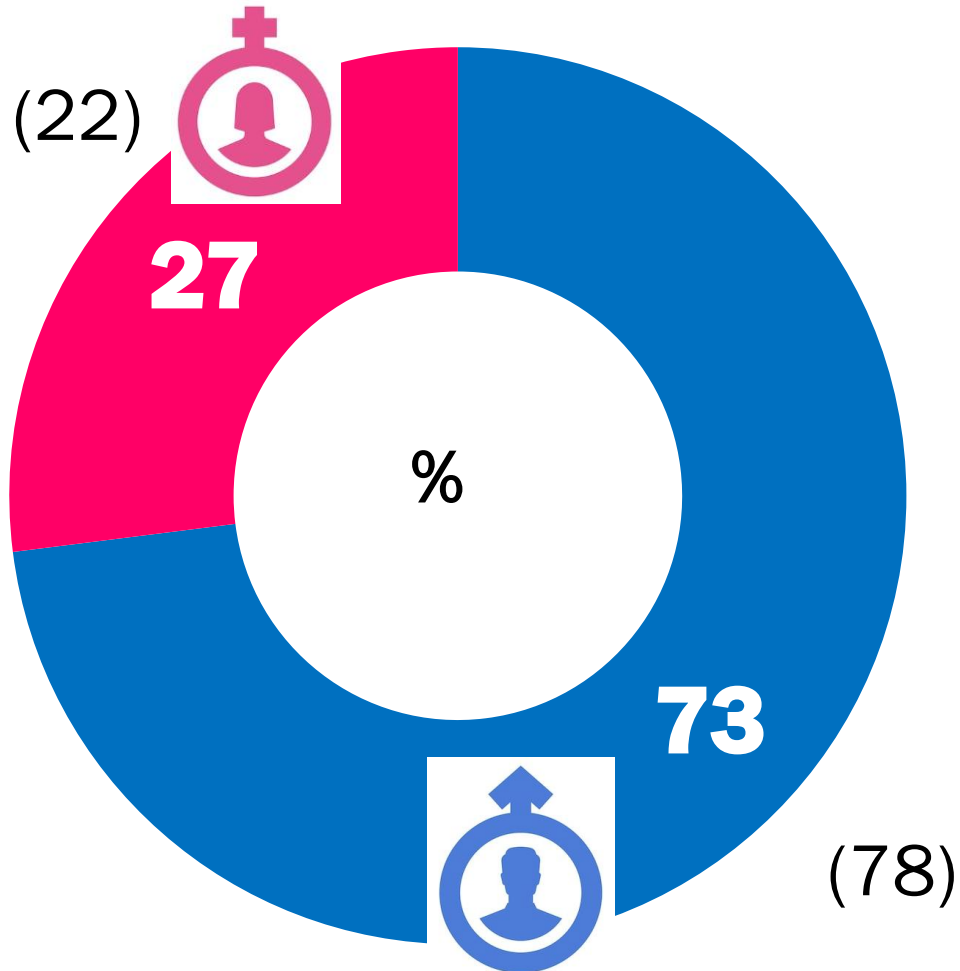
“Logic”

“Emotion”

The Participant Profile

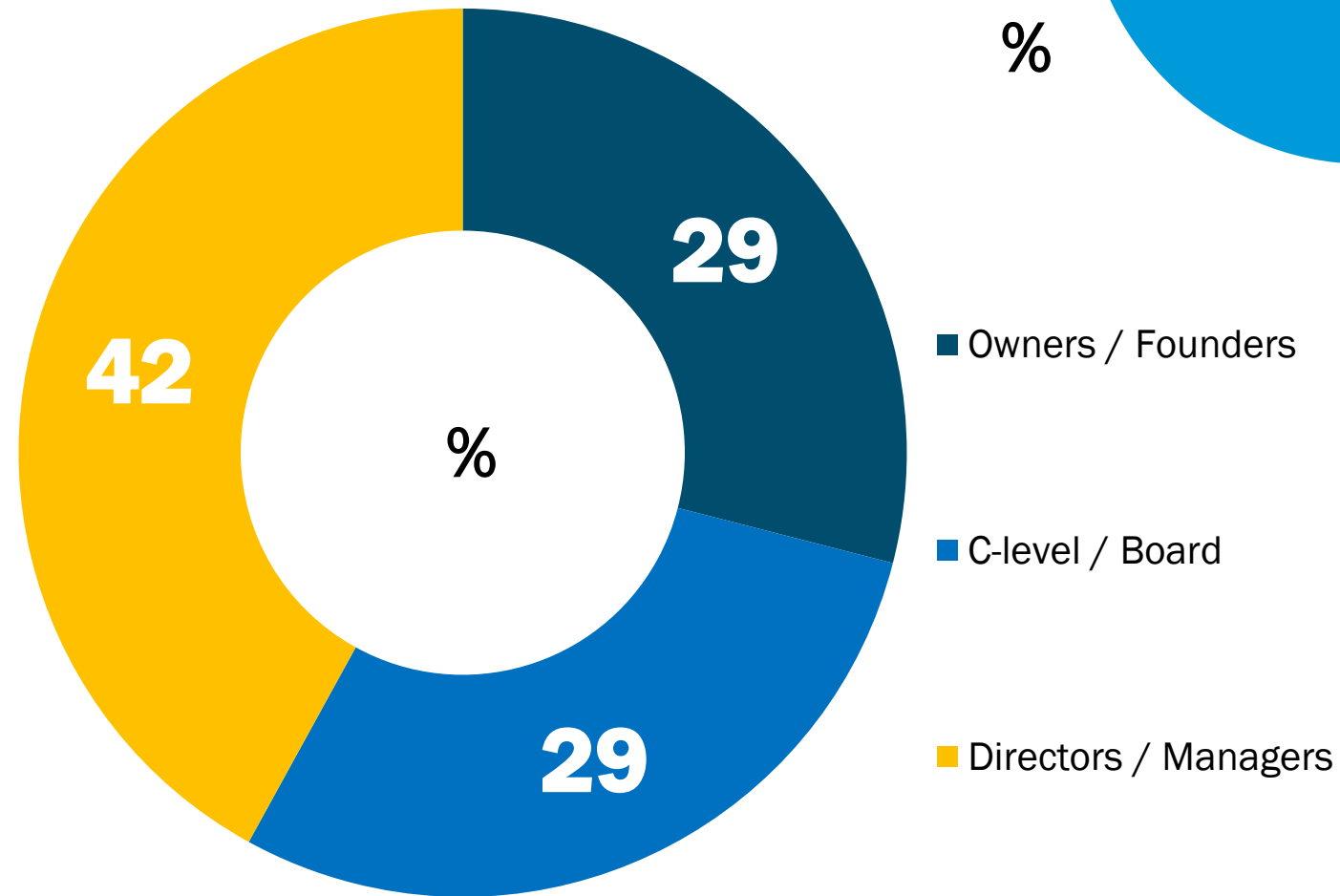
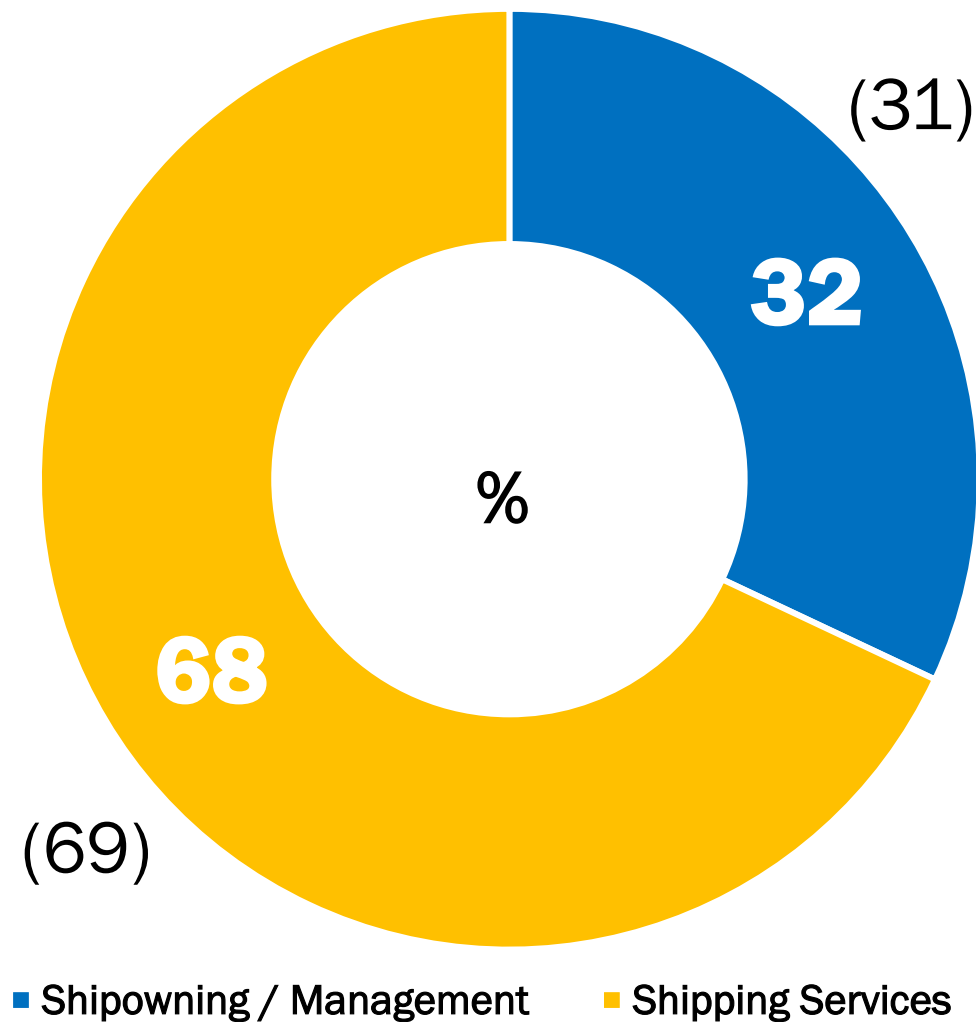


The Profile : gender & age

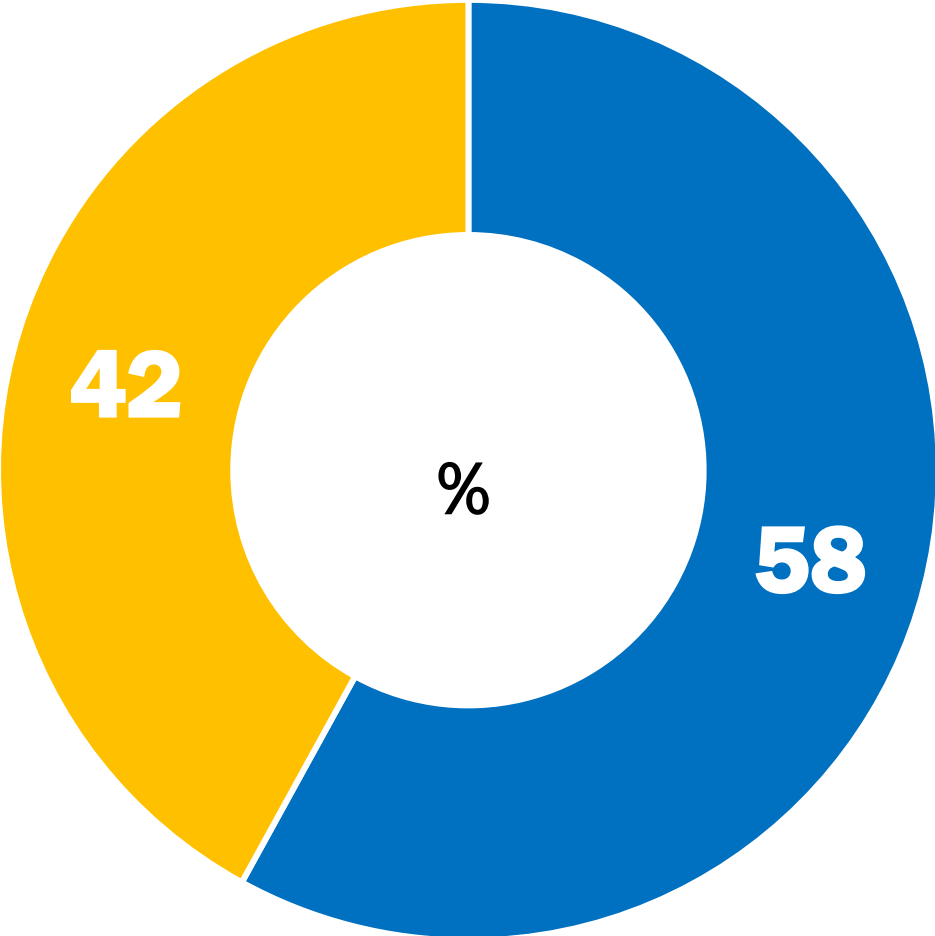


- 25-44
- 45-54
- 55-64
- 65+

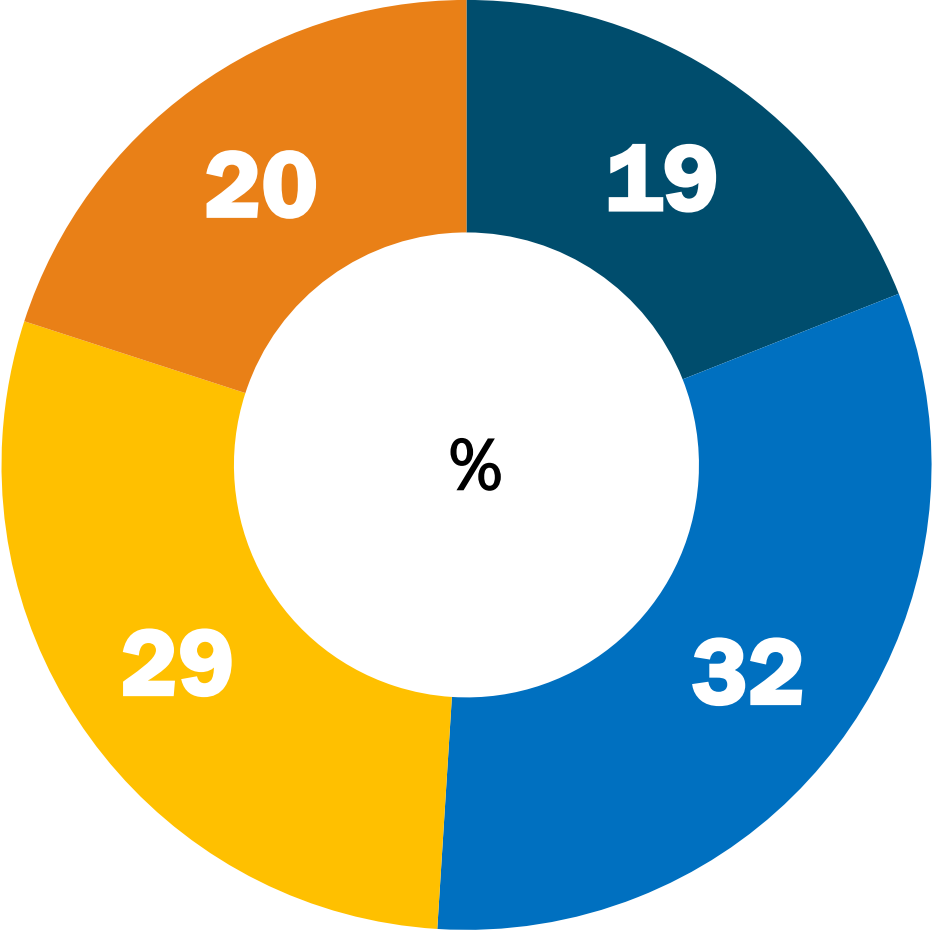
The Profile: sector & position



The Profile: nationality & company size



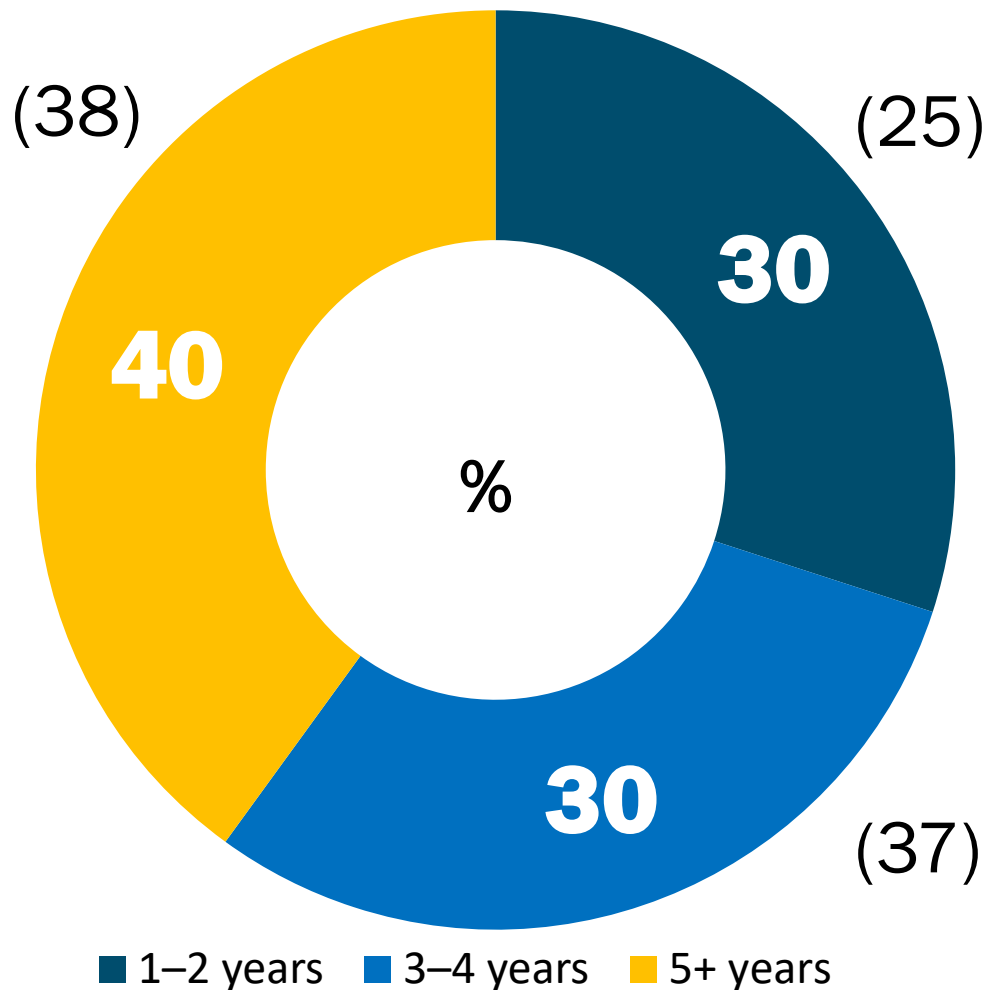
■ Greek ■ Multinational



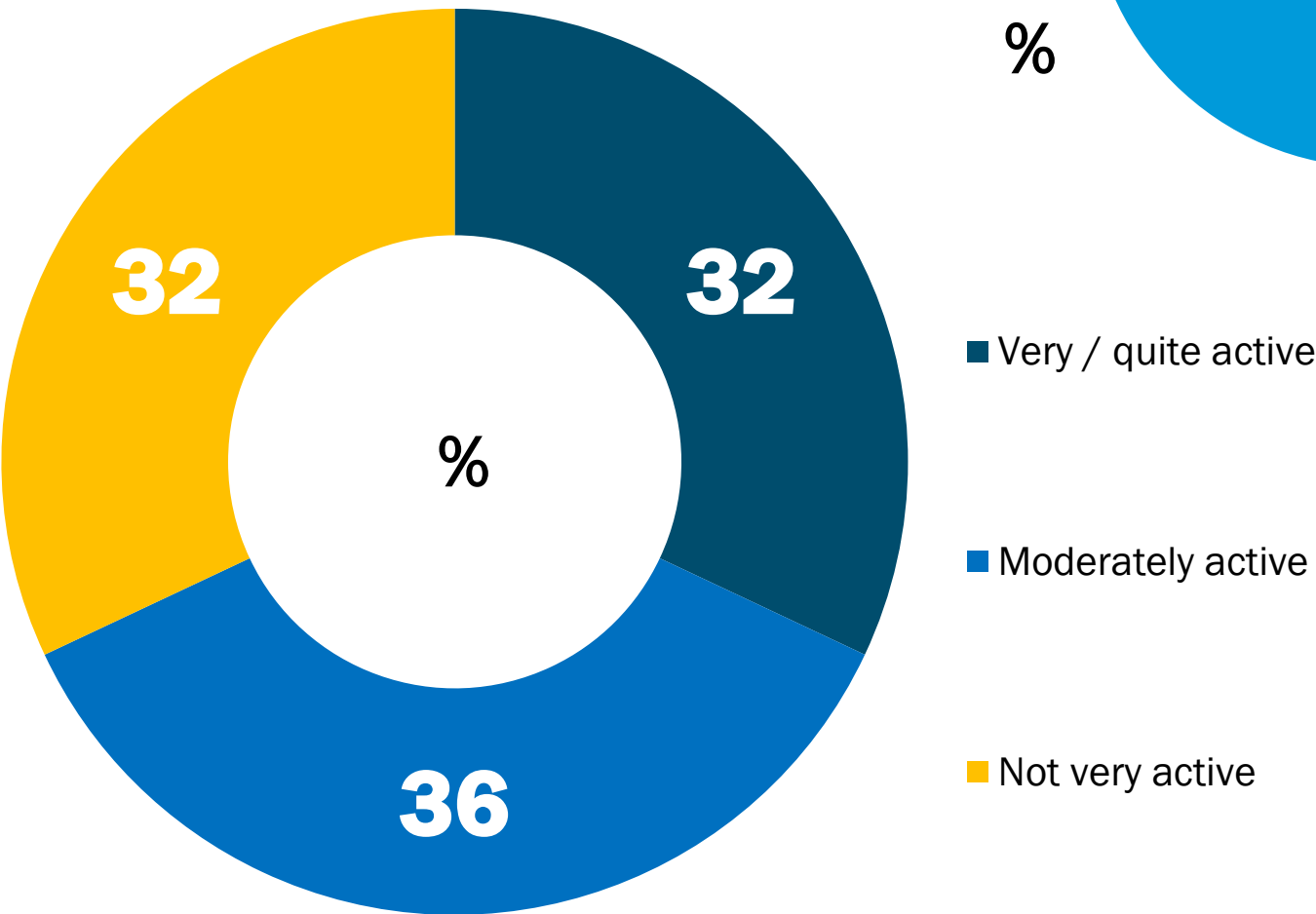
- Up to 9 employees
- 10-49 employees
- 50-249 employees
- 250+ employees

The Profile: relationship with Propeller

Membership Tenure



Level of Engagement



90
YEARS



The International
Propeller CLUB
of the United States

NEW YEAR RECEPTION 2025

The Footprint

**Multi-layered,
'cumulative'
value**

**Broader,
stronger
'reach'**

- **Standing & Prestige** : a mark of recognition – a 'symbol' of the shipping industry
- **Identity & Belonging** : shipping is experienced as a community, a way of life and a shared code that connects people
- **Networking**: high-calibre people, valuable contacts, engaging & productive discussions
- **Greek–American Bridge**: the Embassy, US Coast Guard, institutional stakeholders
- **Voice & Outreach**: raising the profile of Greek shipping beyond the industry's immediate boundaries

At the 'top of mind» :

84%

Strengthens Greek–
American relations

83%

Promotes Greek
shipping
internationally



At the 'top of mind» :

72%

Develops meaningful social & charitable initiatives

71%

Builds a strong community among shipping professionals



Three elements make it unique

And make it distinctive and irreplaceable!

**Embraces
the entire
ecosystem**

Shipowners &
all specialisms
on one shared
platform

**Institutional
standing &
influence**

Greek –
American
relations &
institutions
provide prestige
& practical
influence

**Combines
quality with
warmth!**

High-calibre
people &
events in a
welcoming,
authentic
setting

Almost everyone

**81% of members recognise the progress,
improvement & growth achieved in recent
years**

Outward orientation & strategic choices drove growth & expanded the Club's reach

«In the past»



Smaller, more 'closed'
/ inward-looking,
'family-like' club

«Growth»



Far more members,
many more events &
initiatives, more
professional organisation

«Today»



Powerful presence in
shipping, a broader
business community
and stronger links with
public authorities

In members' own words, Propeller...

***'It has become
an institution!'***

***'It establishes your
credentials as a
shipping professional
in the eyes of the
community'***

***'It is the connecting
link for everyone in
shipping'***

***'It is something
magical!'***

***'You proudly say: I am
also a member of
Propeller!'***

The Footprint:

How can the warm, human connection be preserved as the organisation grows so rapidly?

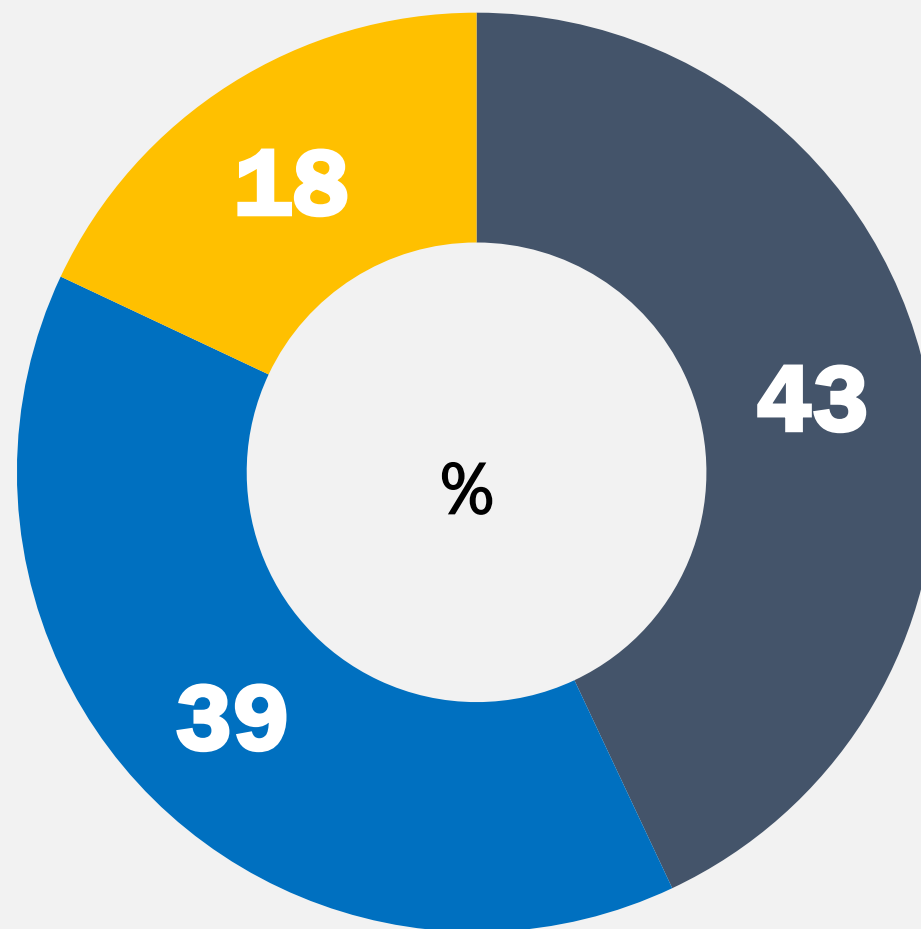
A group of approximately 15 people, including men and women in business casual attire, are standing on the deck of a large, traditional wooden sailing ship. The ship has two masts and is docked at a pier. The scene is set during sunset, with the sun low on the horizon, casting a warm glow over the water and the ship. The ship's hull is made of dark wood, and its rigging is visible. In the background, a body of water and distant hills are visible under a clear sky.

The Views & Relationship

**Overall
member
satisfaction
remains high**

8/10 «net» +25

'Overall, how satisfied are you with Propeller and its activities?'

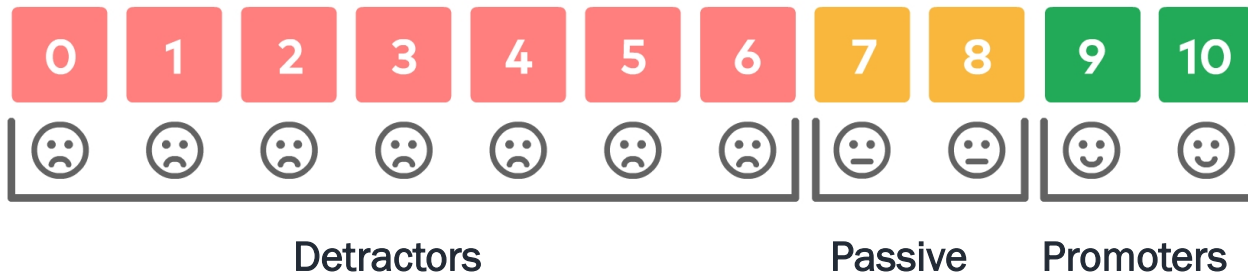


■ High (9-10) ■ Moderate (7-8) ■ Low (1-6)

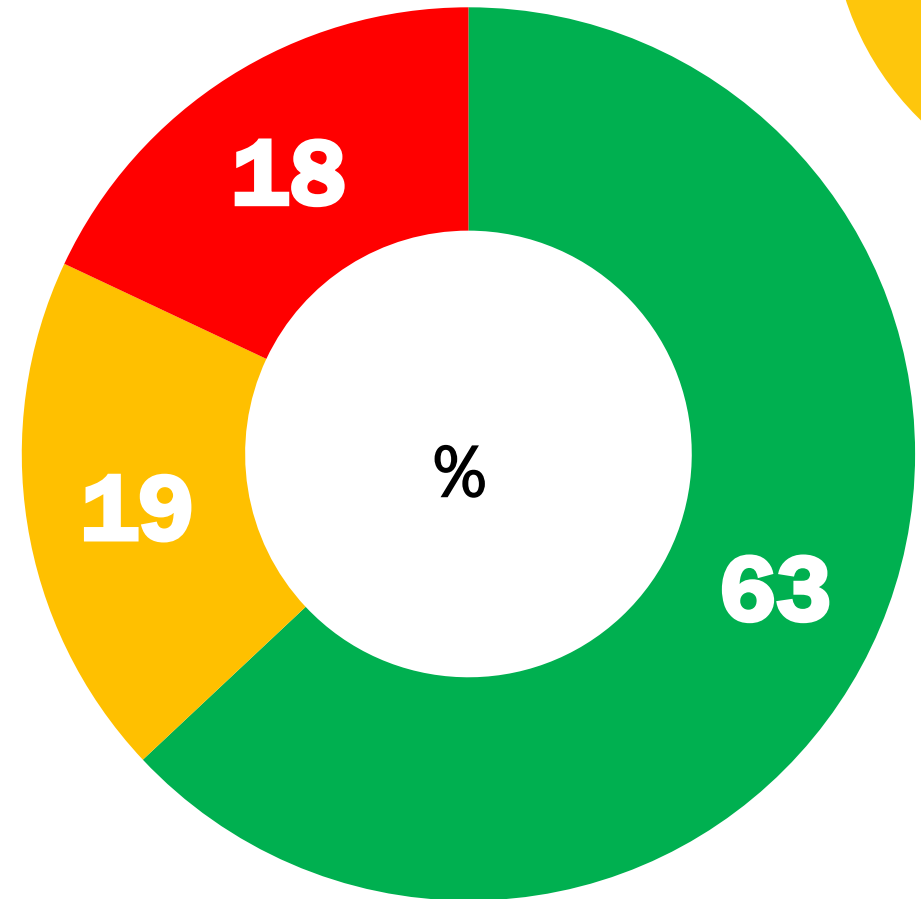
The most important metric: NPS

'How likely or unlikely are you to recommend Propeller Club to a friend, acquaintance or colleague?'

$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

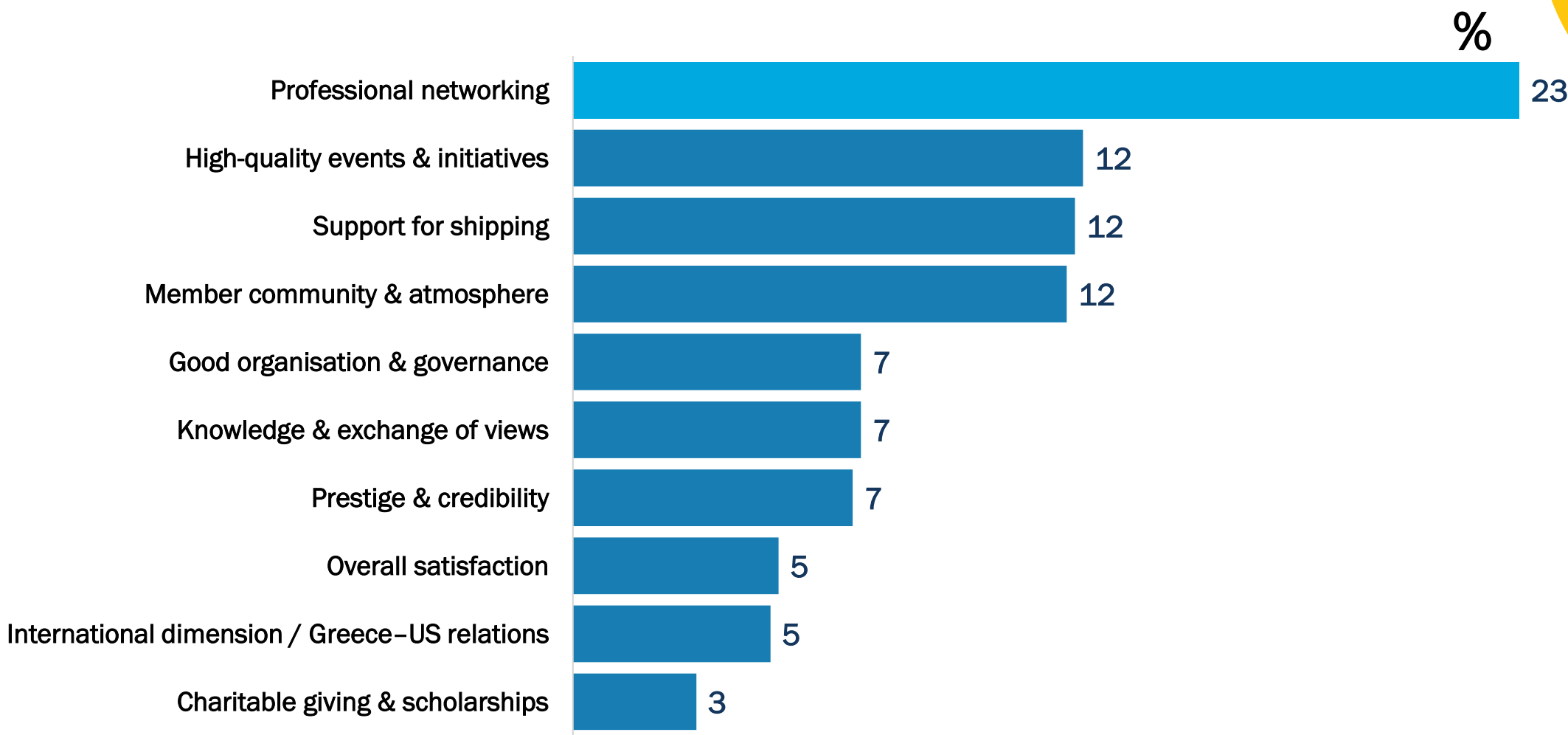


NPS 46



■ Promoters (9-10) ■ Passive (7-8) ■ Detractors (0-6)

Professional networking is by far the main reason for recommending the Club



Recommendations for Propeller are enthusiastic!

«If you are in shipping, you have to be a member of Propeller»

«Join us, all together we contribute to our shipping community with enthusiasm!»

«You will meet interesting, highly regarded and influential people in the industry»

‘I cannot think of a single reason NOT to recommend it!’

Built on a ‘three-part advantage’ : Networking – Relationships – Shipping

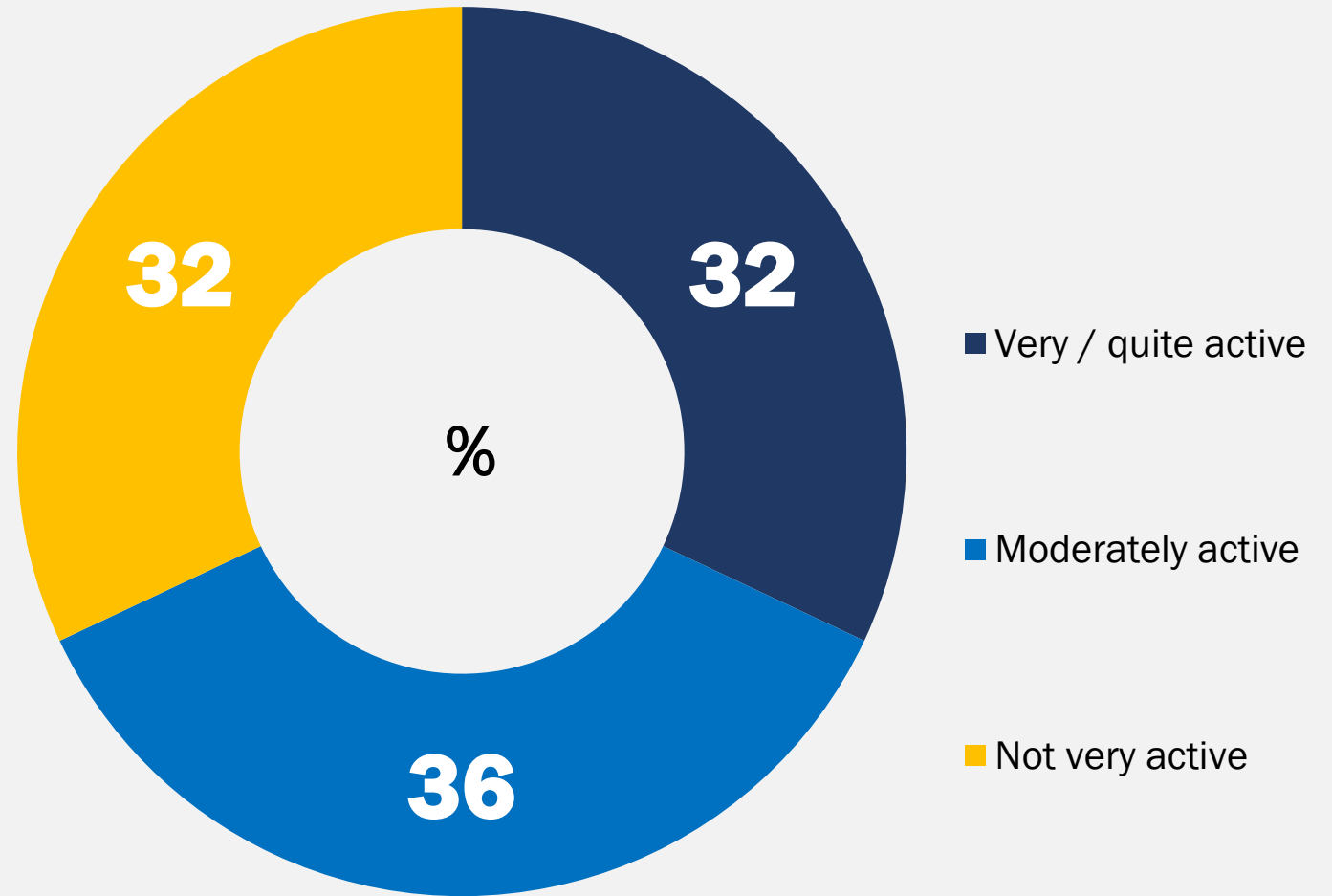


Members' relationship with the Club varies

Depending on
their level of
involvement

The more active the
members, the more
satisfied & enthusiastic
they are!

‘How actively, if at all, do you participate in the activities of Propeller Club;»



Three 'member groups' emerge:

The 'Core'

Consistent participation in activities, committees, sponsorships or the Board/Governors

They see the Club as a shared cause, a mission and a platform for contribution

The 'Selective Participants'

They select events based on timing, topic, speakers, format (and cost)

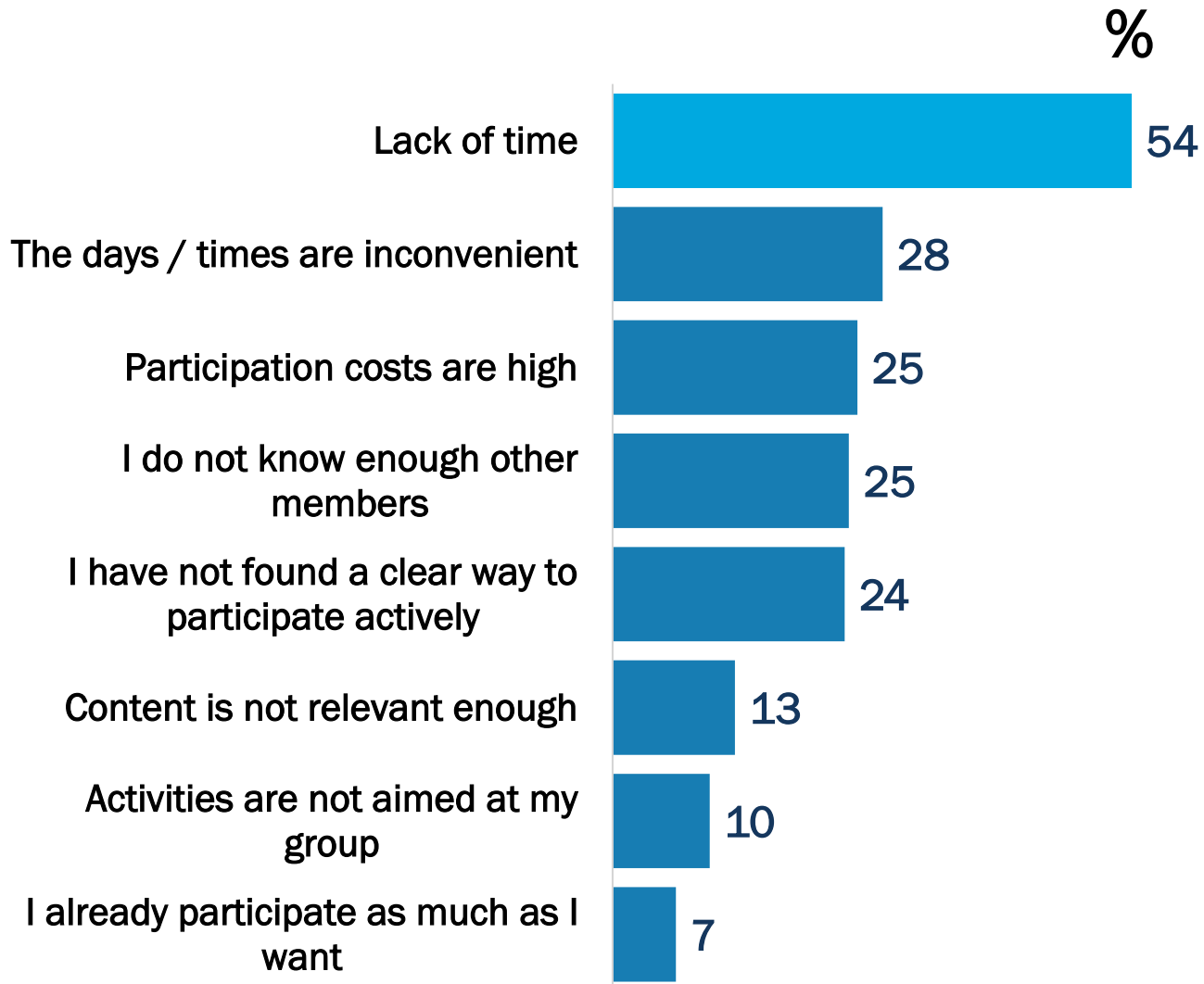
They maintain a positive image, but are not in regular contact

New or 'dormant' relationship

High expectations and strong 'symbolic' benefit

They need guidance to turn registration into a genuine sense of 'belonging»

Reasons for low participation :



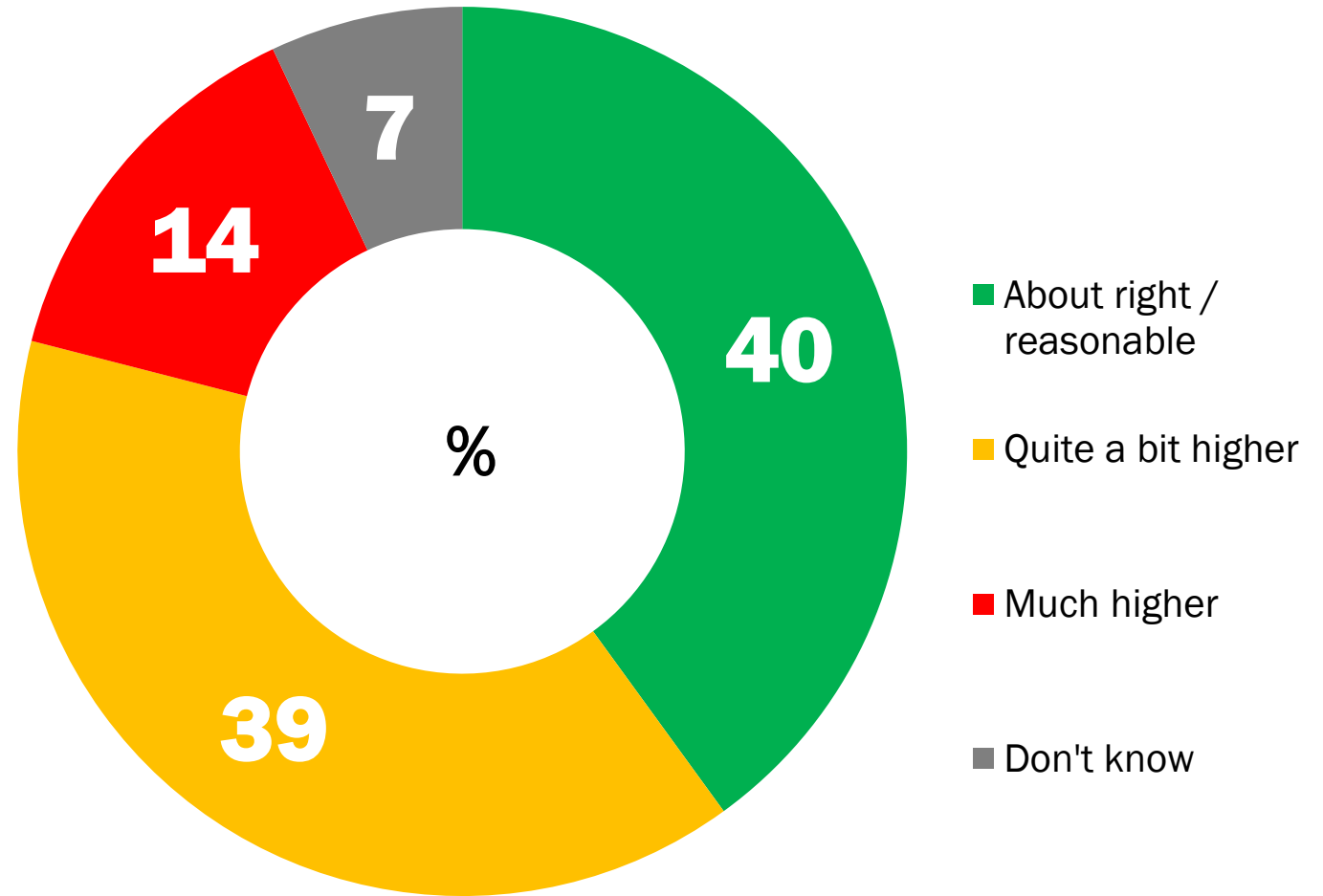
**Lower
participation
does not
necessarily
mean lack of
interest!**

- **Time & travel** : the dominant practical barrier in a demanding, international sector
- **'Heavy' event formats** : long duration, dinner and cost make some events cumbersome
- **'The same people every time'** : the natural tendency of established contacts to stay within their circles limits broader integration
- **Weak integration of new members** : they do not always know whom to approach or how to get involved
- **Fragmentation** : the relationship ends at the end of the event, with little ongoing/digital contact

Costs

Annual membership fee:
reasonable, but
clear benefits
are needed
Events : ?+-!

‘How would you assess the cost of events at Propeller Club;’



A closer look at costs:

- The annual membership fee is considered reasonable: *the real cost is time, and members also expect clear benefits*
- Views on the cost of events are divided: *acceptable for flagship events, but costly when attendance is frequent or involves corporate teams!*

**Value = prestige + relationships +
benefits + access + participation**

Concluding the Views & Relationship section:

Shipowners

They are not interested in 'selling'. They have a greater need for institutional access, top speakers and substantive updates

Service Providers

They derive more immediate value from visibility, contacts & a targeted presence in the shipping ecosystem

Long-standing / Experienced Members

They already have networks, but can become mentors, ambassadors & sources of knowledge if given the role / opportunity

Younger / New Members

They need onboarding, connections with peers and senior members, and 'safe footholds' to open up and gain confidence

The relationship is deep, meaningful and strong!

«I miss the 16 governors...the personal relationships, our conversations...»

«It gives me inspiration and motivation; it 'lifts me up' and makes me want to get more involved!»

«The benefits are valuable personally, socially and professionally»

‘There is no competition: whether shipowner or banker, we move forward together with vision, childlike spirit & enthusiasm!’

The Views & Relationship

How can the needs of the different groups be met without losing the connection & the 'magic'?



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The Way Forward

Everyone

**recognises the significant &
multidimensional growth!**

*...which is also raising
expectations for the future!*

So far, the majority of members clearly believe that **Propeller Club is fulfilling its vision and objectives satisfactorily**

‘How well do you think Propeller Club fulfils each of its objectives?’
(very / fairly well)



Nevertheless,
rapid growth and
the **different**
member groups
are creating
demand for
specific actions
and initiatives

‘Which areas of Propeller Club do you think need improvement?’



Progress comes...

...from the way the Club :

- Engages
- Connects
- Rewards

...all of its members!



Five actions make a difference:

#1. Onboarding that creates belonging : buddy / mentor, name badges / active introductions during members' first events...

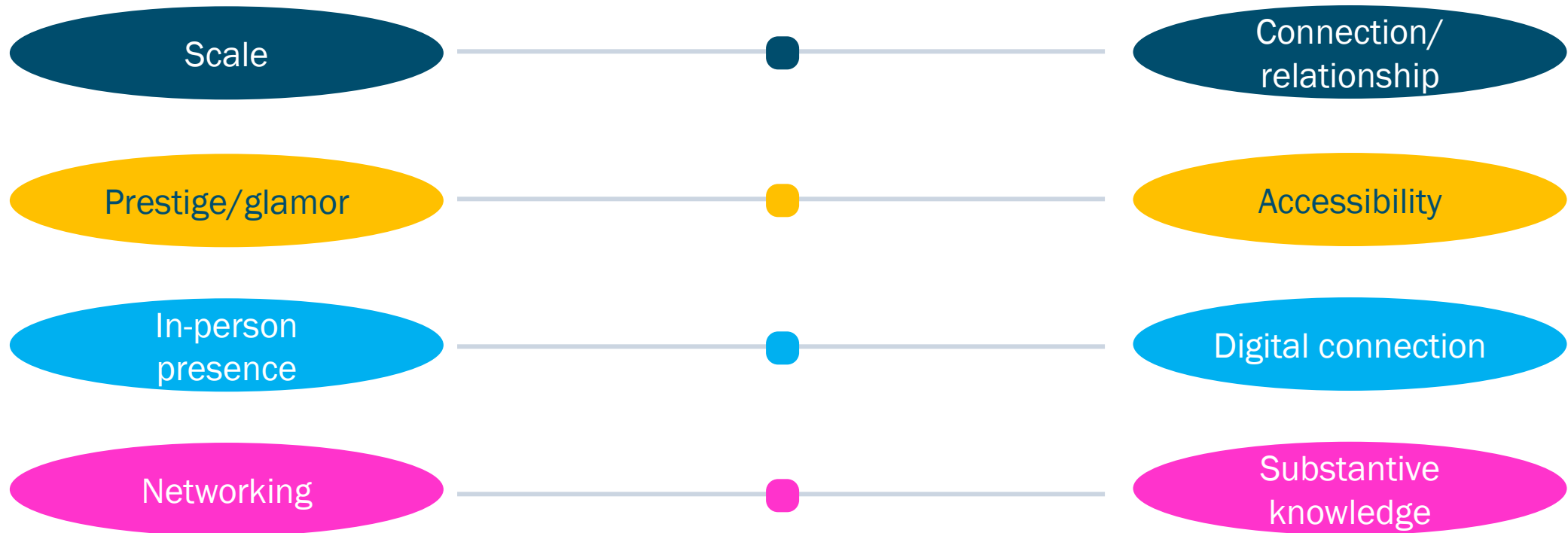
#2. Smaller, targeted gatherings : themed roundtables, informal after-work sessions, cross-generational and sector-/special-interest meetings

#3. A digital ‘continuation’ of the community : member directory, closed & secure forum / app, members-only library, recordings of live events...

#4. Roles beyond the Board : working groups, volunteer missions, use of members' knowledge & experience through specific briefs and objectives

#5. Clear, tangible member benefits : exclusive benefits, differentiated pricing, visible social contribution, *‘what do I get as a member!’*

The 'sweet spot' / strategic balance:



Goal: preserve the distinctive strengths behind the Club's success & create more ways for every member to connect!

Members' wishes for the new Board...

'We fully believe in the potential of the Club; involve those of us who are not on the Board as well!'

«Even more active, with stronger member ties & more information on shipping!»

«Best of luck! We look forward with enthusiasm to seeing your work!»

«Stay enthusiastic, think out of the box & stay away from grumblers and negative people. You are on a very good path!»

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Thank you!



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