

## **Business Aviation E-Evaluation Toolkit Video Script**



### **Metrics**

Effective companies make use of performance goals to drive value for shareholders, customers and employees alike. Does your company have a system of metrics in place to measure the value of your company's aircraft?

In this video, we'll discuss how to establish metrics to demonstrate how your aircraft help fulfill your company's business objectives. We'll look at best practices and scenarios to consider.

Before you develop your metric system, do some homework on how your company measures performance in other areas. That way, your chosen metrics will be consistent with those used elsewhere.

Here's another thought: If your company doesn't track performance metrics, it's still a good idea to develop them for your business aircraft. That way, you'll be able to demonstrate the contributions the aircraft makes to the company's goals, to internal or external audiences.

With that guidance in mind, let's take a look at several practices that go into any process for developing metrics, regardless of a company's size or type.

- First, ensure your metrics are relevant. Determine what you need to measure, and the right way to measure it. How your business aircraft are used should be tied to the company's business goals. For example, if your company places a premium on moving customers to key sites, then track this type of business aircraft use, so you can monitor its contribution toward achieving that goal.
- Second, keep things simple. One common mistake is to try to track everything under the sun. Instead, it's best to begin by ranking and measuring your top two or three priorities. This approach will be less stressful for those involved in tracking the metrics, and will encourage their cooperation.
- Third, be consistent. This means you should use your tracking system the same way, every day.

If your measurement process is consistent with these guidelines, you'll be off to a good start.

Now let's turn to what some sample metrics could look like.

A word of caution: Every company is different, so the examples we'll discuss are for illustration only. To determine the best course of action for your company, you might consult your CFO, or others involved in business performance. That way, you can implement your plan, and realize its benefits, as quickly as possible.

Now, let's assume your company emphasizes customer retention and revenue growth. If so, then measure how your company's aircraft helps achieve those objectives.

The metrics you might want to track could include the aircraft's ability to expand your company's geographic access, the sales trips taken that directly supported revenue opportunities, or missions conducted to serve customers. Tracking this kind of information consistently over a period of time – studying trends in the data and tying sales missions to your top line growth, will paint a powerful picture of the benefits derived from your use of business aircraft.

As part of this toolkit, NBAA and GAMA have provided a simple checklist that your passengers can use to note the purpose of specific trips.

Effective businesses manage what is measured. measuring the right thing means you can put your data into immediate action, and optimize your aircraft's contribution to your company's goals.

Here's a final thought: Don't be afraid to include insights from internal customers in your reporting process.

Tracking, reporting and acting on the right metrics are the foundation for ensuring how your business aircraft contribute to your company's enterprise value.

We hope you've found this tutorial useful. Don't forget, additional resources are available on this web site, as part of the No Plane No Gain toolkit.

Thanks for watching.

###

[Credits]