

Flight Department Presentation to Management

Suggestions for Communicating the
Value of Business Aviation

Understanding Flight Department Value

- Contribution to Company Mission
- Aircraft Utilization Policy
- Metrics and Tools
- Case Studies
- Role of Management

Contribution to Company Mission

- Business case for flight department
- Utilization > Benefits > Value
- History of policy / uses
- Fleet description
- Location(s)
- Maintenance / Operations Control

Aircraft Utilization Policy

- Goals of implementing a utilization policy
- Key stakeholders
- Effective uses (to be maximized)
- Ineffective uses (to be minimized)
- Internal auditing procedure
- Other transportation options

Metrics and Tools

- Key company priorities addressed
 - *Example: Maintain maximum production capacity*
 - *Example: Expand customer contact*
- Key metrics measured
 - *Example: reduced downtime (# days) due to business aircraft transportation of key parts*
 - *Example: Number of sales leads generated due to transportation of sales teams*
- Tracking tools
- Reporting methods
- Most recent results and trends
- Other tools

Case #1

Client/Customer	Enter all parties involved (names, dates, etc.)	<i>Example: "Joe Smith, Site Manager, Denver fielded complaint for customer XYZ on May 13, 2009"</i>
Situation	Provide necessary background information	<i>Example: "Headquarters received notification from Smith that the Denver location had a general process failure, delaying production, and our lead customer was threatening to switch vendors."</i>
Task	What needed to be accomplished?	<i>Example: "Needed to respond urgently. Program manager and lead salesperson required to address issues on site."</i>
Action	How did the company respond <u>through the use of business aviation?</u>	<i>Example: "Our aircraft use policy outlines certain critical customer satisfaction is a priority."</i>
Result	What happened as a result?	<i>Example: "The response team arrived in Denver within 24 hours to address customer concerns with our product and resume production."</i>
Value of Business Aviation	Convey specific, measurable proof points. Use documented support whenever possible.	<i>Example: "Production line back running in 36 hours. Retained \$5 million supplier contract. Received compliment from customer."</i>

Case #2

<i>Client/Customer</i>	Enter all parties involved (names, dates, etc.)	
<i>Situation</i>	Background information	
<i>Task</i>	What needed to be accomplished?	
<i>Action</i>	How did the company respond <u>through the use of business aviation?</u>	
<i>Result</i>	What happened as a result?	
<i>Value of Business Aviation</i>	Convey specific, measurable proof points. Use documented support whenever possible.	

Role of Management

- Understand aircraft value and utilization policy
- Strategic vision
- Remain committed and involved
- Be prepared to communicate value internally
 - Executive level
 - Board level
- Be prepared to communicate value externally
 - Media
 - Customers