13th World Cargo Symposium

Marina Bay Sands - Singapore
12 - 14 March 2019
Welcome Address

Celine Hourcade, IATA
Marc Voelkl, IATA
Speakers for U

Autumn ‘14
Air Cargo Awareness

3rd FACES
TIACA ‘14
13 Participants

24 Participants
4th FACES
WCS 2015

IATA
Summer ’15
FACE Handover

26 Participants
5th FACES
WCS 2016

42 Participants
6th FACES
WCS 2017

Vision 2030
Launch Event
>190 FACE Members

April ‘17 Facebook Community

1st Face Cocktail
WCS 2018

57 Participants
7th FACES
WCS 2018

10 Entries
3 Finalists
1 Winner

FACE up
Air cargo career competition

IATA
Summer ’18
FACE
Handover
The FACE Program in a Global and Digital Economy

Patricia Varela, IATA
David Sauv, IATA
What are the industry buzzwords?
Traditional player / start-up collaboration is key

79% of corporates have already collaborated with start-ups*

* Arthur D Little - Corporate / start-up collaboration
Traditional player / start-up collaboration is key
FACE program evolves to address these opportunities

Awareness & Attraction
Retention & Development
Innovation & Creativity
**FACE initiatives at a glance**

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<th>FACE UP competition</th>
<th>Career Fair</th>
<th>Action Air Cargo / Connect all the young air cargo communities</th>
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<td>FACE Summit</td>
<td>Networking / Cocktail / FB group</td>
<td>FACE peer mentorship program</td>
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<td><strong>Vision 2030</strong></td>
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Sponsor Keynote

Olivier Houri
EVP & CRO
SmartKargo
Future Air Cargo Executives Summit
Accelerating Transformation: The Innovation Mindset

Olivier Houri, EVP & CRO
March 11, 2019
You represent a SMARTFUTURE for Air Cargo
Our story: Innovation and Excellence

**2007**
- Won the MIT $100K Competition
- Company Founded in Cambridge, Mass

**2011**
- Enabled data storage layer on Microsoft’s Cloud Computing Platform, Azure

**2016**
- Won multiple Global customers
- Staged for Global expansion

**2018**
- Launched multiple Product Extensions
- Next-Gen Dimming Pilot

**CONCEPT & ENGINEERING**
- Completed five Pilot projects
- Frost & Sullivan’s annual Best Practice Award

**PRODUCT DEVELOPMENT**
- Received U.S. Government Overseas Private Investment Corp. Financing
- Fontinalis Partners Bill Ford, Ford Motor Co.

**PRODUCTION & ROLLOUT**
- Launched multiple Product Extensions
- Next-Gen Dimming Pilot
THE INNOVATION MINDSET

7 Truths that Accelerate Transformation
Accelerating Transformation

If innovation is about developing something new that creates value for both users and the organization — how can airlines make this happen most efficiently?
Organizational Mindset Enables Transformation

An organization cannot expect to achieve transformation of their processes and technology using an outdated mindset tied to business models and process thinking of the past.

Need to adopt a different Mindset: An Innovation Mindset
The Innovation Mindset: **Truth 1**

**Embrace Adaptation**

We must overcome the natural resistance to disruptive market forces and adapt quickly.
The Innovation Mindset: Truth 2

Be Open, Curious and Aware

This means embracing new ideas and curiously keeping up with trends and technologies that are impacting people and products.
The Innovation Mindset: Truth 3

Expand your thinking

Big thinking requires a combination of analytical skills, entrepreneurial spirit and the ability to imagine breakthrough ideas –

Challenge the Status Quo!

Tackle Bottlenecks!
The Innovation Mindset: Truth 4

Think Creatively

Innovation requires an ability to think beyond current norms and truths in the market and to expand your thinking. Innovation as an Art…

Think Holistically - Think “out-of-the-box”
The Innovation Mindset: Truth 5

Be Courageous

It takes courage to be that one person who encourages the group to think about things from a different angle and to be vulnerable.

Abandon group-thinking
The Innovation Mindset: **Truth 6**

**Act Quickly**

Innovation within an organization must be a fast-moving process with an efficient go-to-market roadmap.

- Try
- Don’t be Perfect!
- Fail ?
- Try Again
Assemble Diverse Teams

Assemble teams with a variety of critical skill sets to implement design thinking—with engineering and rapid testing to innovate successfully.
SmartKargo – Innovation packed!

A configurable solution that is so robust that it requires minimal customization.
Thank You!

We’ll be happy to answer any questions that you may have about this topic. We invite you to join us for the FACES Cocktail Reception at 6:30 PM on Tuesday Evening at Jasmine Bayview Foyer, Marina Bay Sands.
Successful Career Path in the Air Cargo Industry

Vivien Lau
Executive Director
HACTL
Leadership Skills: Strategic Thinking

Roland Zistler
Managing Director
GrowNow Group
Leadership Skills: Strategic Thinking
IATA Future Air Cargo Executives Summit
Singapore, March 2019

Roland Zistler
Managing Director - GrowNOW Group
Holistic Business Coach
IATA External Instructor

AVIATION NOW CONSULTING TRAINING
The capacity to think and imagine becomes the sole measure for leadership.
It’s like a hundred meter run ...

Strategic Thinking
Generating Options
What might happen?

Strategic Decision Making
Making choices
What will we do?

Strategic Planning
Taking Action
How will we do it?
The gap between reactive and proactive futures is bridged by making **time** for strategic thinking.

Real life ...
It’s about changing the way you think ...

“We can’t solve problems by using the same kind of thinking we used when we created them.”
It’s about your future ... 

*Integrating the future into your decision making processes today by thinking big, deep and long.*
But what is a Strategy about ... ?

... is the art of creating value

... is defining our business and competencies

... is identifying opportunities

... is bringing value to customers

... is determining our relationships

... is our knowledge

... is about financials
... and how do you think?

- Humans have different thinking styles and therefore articulate and communicate in different ways.
- Those different styles mirror our brain physiological functions.
- They provide information's about preferences, characteristics and attitudes.
- This reflects our communication style also in regards to strategic thinking.
Individuals recognise and build their foresight capacity.

Individuals begin to talk about and use future approaches in their work.

Collective individual capacities generate organisational capacity.

Strategic Foresight
... recogising blinders not to fall back

- Mental filters
- Overconfidence
- Penchant for confirming rather than disconfirming evidence
- Dislike for ambiguity
- Group thinking
4 Rules of Strategic Thinking

Rule 1
Seek Hard Fact-Based Logical Information
4 Rules of Strategic Thinking

Rule 2

Question everyone’s unquestioned assumptions
4 Rules of Strategic Thinking

Rule 3

Strategic Thinking is characterized by an all-pervasive unwillingness to expend resources.
4 Rules of Strategic Thinking

Rule 4

Strategic Thinking is usually indirect and unexpected rather than head-on and predictable.
Strategic Thinking Questions to Identify what matters ...

- What does our brand stand for?
- What do we most want to accomplish in the organization?
- How would we describe our best, most valuable customers?
- Who don’t we do business with?
- Who do we win the most business and why?
Strategic Thinking Questions to Identify what matters ...

- Who do we lose the most business to and why?
- What are the biggest cost drivers in the organization?
- What things would be most devastating (or most embarrassing) if our customers knew about them?
- What’s the biggest unknown in our market?
- What are the best opportunities available to us?
Strategic Thinking means combining …
Characteristics of Strategic Thinkers ...
BEGIN with the END in mind!
Thank You!

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Strategic Thinking for the Air Cargo Industry (Working Session)

Roland Zistler
Managing Director
GrowNow Group
Strategic Thinking for the Air Cargo Industry Working Session

IATA Future Air Cargo Executives Summit
Singapore, March 2019

Roland Zistler
Managing Director - GrowNOW Group
Holistic Business Coach
IATA External Instructor
IATA Cargo Leadership Development Program with Harvard Business Publishing

- 6 required IATA Cargo Management courses
- Total 18 training days in IATA Training Centers
- 10 Harvard ManageMentor® online modules
- 3 years time to complete
- IATA Diploma
- Harvard ManageMentor® Diploma
IATA Cargo Leadership Development Program with Harvard Business Publishing

- Business Strategy and Planning Management
- Business Intelligence and Competitor Analysis
- Revenue Management with Optimization Simulations
- Route Development Optimization
- Marketing and Advertising
- Sales and Key Account Management
IATA Training Innovation Business Model Simulation Video
Thank You!

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Closing Remarks

Patricia Varela, IATA
David Sauv, IATA
What is your vision for the future of FACE?
Kindly invites you to the

Future Air Cargo Executives Networking Cocktail

Don’t miss this opportunity to boost your career. Network with professionals from across the industry!

**When:** 12 March 2019 – 18:30
**Where:** Jasmine Bayview Foyer
**Who:** Air Cargo Leaders, FACES participants and professionals over 18 *(by invitation only)*