



IN COLLABORATION WITH



# IATA Aviation Leadership Development Program



Virtual learning



The first of IATA's  
new virtual programs

# Today's demanding international aviation industry requires managers to up their game



**The Aviation Leadership Development Program** is designed to help groups of senior managers and high-potential leaders:

- Build general management capabilities and develop leadership skills
- Cultivate an effective peer network
- Adopt a global mindset conducive to collaboration and knowledge transfer
- Develop the critical thinking skills needed in today's commercial aviation

The program is delivered in collaboration with Harvard Business Publishing and is based on Harvard Business Publishing's Leadership Direct framework.

This real-time, collaborative cohort-based virtual learning program encourages peer interaction and critical thinking through a blended curriculum that mixes content, live and virtual events, and collaboration on real-world business issues. Its proven educational approach yields real behavioral changes and **tangible business results** through engagement and active learning.

## Access to the best resources

The program is based on a participant-centered instructional methodology that encourages reflection, discussion, and critical thinking. The overall impact of this method is transformational on both a personal and operational level.

Participants will have access to a portal to participate in discussions, access content, view the calendar of events and collaborate with colleagues. They will build a personal library of materials from the program sessions that they can refer back to for just-in-time support long after the program has ended.



### CONNECTED

to the world's foremost management experts, including Harvard Business School faculty members

### DOCUMENTED

with world-class IATA and Harvard Business Publishing content on critical business topics tailored to the aviation industry

### VIRTUAL

curriculum for cost-effective and greener learning, with 24/7 resource accessibility

## Course materials include



Harvard Business School faculty seminar videos



eLearning modules



Harvard Business Review articles



Harvard Business Review Press book chapters



Business simulations











Harvard Business School case studies

# A three module program

MODULE 1	MODULE 2	MODULE 3
<h3 data-bbox="183 443 466 470">LEADERSHIP &amp; INFLUENCE</h3> <ul data-bbox="119 526 526 1108" style="list-style-type: none"> <li>▪ Develop your own brand of leadership</li> <li>▪ Use emotional intelligence to understand how you are perceived as a leader and improve your ability to collaborate and build relationships with others</li> <li>▪ Enhance and apply leadership capabilities to increase execution, collaboration, influence and trust</li> <li>▪ Develop and demonstrate a leader mindset that maximizes your ability to deliver on results</li> </ul>	<h3 data-bbox="654 443 938 470">OPERATIONAL EXCELLENCE</h3> <ul data-bbox="582 526 973 1187" style="list-style-type: none"> <li>▪ Establish alignment across organizations and regions to maximize business impact</li> <li>▪ Ensure that targets for operational performance are aligned with organizational goals</li> <li>▪ Understand the systemic nature of "Customer Centricity" vs. "Customer Focus"</li> <li>▪ Set ambitious and realistic targets, drive for results, and build accountability</li> <li>▪ Set high standards and promote continuous learning and improvement</li> </ul>	<h3 data-bbox="1077 443 1465 470">GLOBAL MINDSET &amp; COLLABORATION</h3> <ul data-bbox="1061 526 1476 1187" style="list-style-type: none"> <li>▪ Build relationships that cross boundaries within and outside of an organization, and recognize that leveraging networks is "how work gets done" today</li> <li>▪ Develop networks that support strategic and operational goals</li> <li>▪ Cultivate networks with customers, suppliers, strategic partners, and competitors to achieve organizational goals</li> <li>▪ Create networks to enhance personal and professional influence</li> <li>▪ Bring value to network members</li> </ul>

Each **MODULE** is completed over a **4 weeks period**, on which participants typically invest **4 hours per week**, although actual time commitments may vary according to specific learning objectives and audience.

Week 1 Context Setting	Week 2 Case Study	Week 3 Virtual Faculty Lecture	Week 4 Application Exercise
<ul style="list-style-type: none"> <li> Read articles</li> <li> Virtual group discussion</li> </ul>	<ul style="list-style-type: none"> <li> Prepare for the case</li> <li> Virtual case discussion</li> </ul>	<ul style="list-style-type: none"> <li> Pre-reading</li> <li> Virtual Q&amp;A/ discussion with faculty</li> <li> Moderated discussion board</li> </ul>	<ul style="list-style-type: none"> <li> Group Application Exercise or mini action learning project</li> </ul>
<p><i>Each module starts with a webinar or a teleconference with an aviation industry expert or Harvard Business Publishing moderator to underscore the importance of the discipline and provide an insider perspective.</i></p>	<p><i>The teaching tool for week 2 is a Harvard Business School case study. The live session focuses on the key learnings of the case and how to apply them.</i></p>	<p><i>Harvard Business School faculty will conduct a lecture / facilitated discussion.</i></p>	<p><i>An application exercise will be designed for each module to help participants transfer learning to the job.</i></p>

## 5 instructional pillars

### Blended learning

The virtual learning environment allows teams to work both synchronously and asynchronously from geographically dispersed locations.

### Participant-Centered

This program combines case-method instruction, online discussion, self-study, and team activities to develop critical thinking.

### Expert Perspectives

Learners engage with Harvard Business School faculty, Harvard Business Publishing authors, and other experts in live virtual sessions.

### Leader as Teacher

Uses aviation experts in key co-moderation, coaching, or context-setting roles.

### Application to Business

Application exercises, simulations, and action learning projects apply course learning to real-world business problems.

## Not disruptive to your business

- Scalable 24/7 program that supports a global audience
- Reduce travel expenses and out-of-office downtime
- Each module is completed over a 4 weeks period, on which participants typically spend 4 hours per week

### TESTIMONIALS

“ The Future Leaders Program gave a visible push to achieving our targets. The change in leadership behavior drove the organization forward successfully, and continues to do so. ”

**Dr. Sandeep Gandhi,**  
Chief Human Resource  
Officer, Aircel

“ As a global technology leader, ZEISS needs to be prepared for a rapidly changing business environment. We had to challenge our strategic approaches on the one hand, and also had to develop our leadership skills and culture on the other. ”

**Michael Kaschke,**  
CEO, Carl Zeiss AG

“ We're called on to be prepared for the challenges of a rapidly changing world. This means being ready for emerging markets, adjusting our strategies, being agile and flexible, serving clients more effectively, and thinking and acting more globally. ”

**David Seaton,**  
Chairman and CEO,  
Fluor

## DEVELOPING LEADERS FOR A COMPLEX ENVIRONMENT

For more information, please visit:  
[www.iata.org/training/leadership-harvard](http://www.iata.org/training/leadership-harvard)  
or contact us: [training.performance@iata.org](mailto:training.performance@iata.org)

