

Aviation Leadership: Strategic Planning & Goal Setting – 2 Days

Introduction

In the highly competitive, safety-critical, and intensely regulated world of aviation, simply managing day-to-day operations is no longer enough. For Nominated Persons (NPs), Accountable Managers, and senior executives, the ability to define a clear, achievable, and compliant long-term strategic direction is the ultimate measure of leadership.

This intensive Sofema Online course, Aviation Leadership: Strategic Planning & Goal Setting, is engineered to equip current and future aviation leaders with the methodologies, frameworks, and practical tools necessary to chart a successful and sustainable path for their organization, whether an AOC, MRO, or ATO.

The operational landscape is constantly shifting, driven by stringent EASA/FAA regulatory requirements (such as mandatory SMS implementation), global pressures like sustainability, and rapid advancements in digital transformation and Unmanned Aircraft Systems (UAS/UAM). Without a robust strategic foundation, organizations risk becoming reactive, inefficient, and non-compliant.

This course transforms the abstract concept of strategy into a concrete, executable plan. We will move beyond theory to focus on aviation-specific risk analysis, competitive advantage frameworks (like Porter’s Five Forces and VRIO), and the essential process of translating a compelling vision into measurable objectives using tools like the Balanced Scorecard (BSC) and Hoshin Kanri.

What is the Benefit of this Training – What will I learn?

- **Regulatory Compliance & Safety:** Integrate EASA/FAA requirements (like SMS) into your strategy, ensuring ambitious goals are compliant and support a proactive safety culture.
- **Competitive Advantage:** Apply frameworks (Porter's, VRIO) to identify core competencies and market dynamics, charting a path for sustainable competitive edge.
- **Measurable Goal Setting:** Transform vision into concrete objectives using the Balanced Scorecard and Hoshin Kanri to align all operational levels.
- **Proactive Risk Management:** Conduct tailored risk analysis and PESTEL/SWOT to anticipate and respond to global pressures like UAS/UAM and sustainability.
- **Effective Change Leadership:** Gain skills to lead strategic change, overcome resistance, and use data for optimal resource allocation and successful execution.

tel + 359 2 821 08 06
email team@sassofia.com

www.sassofia.com

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Who is the course for?

This course is designed for current and future aviation leaders including Nominated Persons (NPs), Accountable Managers, and senior executives responsible for strategic direction within Air Operator Certificate (AOC) holders, Maintenance Repair Organizations (MROs), and Approved Training Organizations (ATOs). It is ideal for those who need to move beyond day-to-day operations management to define and execute long-term, compliant strategic plans in the safety-critical aviation environment.

Detailed Content / Topics - The following Subjects will be addressed

- Strategic Planning & Goal Setting
- An intensive course focusing on the methodologies, tools, and regulatory context for setting long-term direction and achievable goals within an aviation organization.
- Laying the Strategic Foundation – Focus on understanding the strategic landscape, applying strategic frameworks, and aligning goals with aviation regulations and organizational mission.
- Introduction & Rationale - The crucial role of strategic planning for Nominated Persons (NPs) and executives.
- Regulatory Environment: EASA/FAA requirements impacting strategic decisions (e.g., SMS, compliance).
- Industry Trends: Future challenges (e.g., sustainability, digital transformation, UAM).
- Aviation-Specific Risk Analysis for strategic planning - Situational Assessment: Performing a SWOT and PESTEL analysis tailored to an AOC/MRO.
- Core Competency Identification (What makes us excel?).
- Crafting a Compelling Aviation Vision and Mission Statement.
- Porter's Five Forces applied to airline/MRO competition.
- VRIO Framework for competitive advantage.
- Introduction to the Balanced Scorecard (BSC) and its four perspectives (Financial, Customer, Internal Process, Learning & Growth).
- Translating Strategy into Objectives - Creating high-level, 3-5 year strategic objectives.
- The SMART and SMARTER Frameworks for goal quality.
- Strategic execution and performance management.
- Cascading strategic objectives, developing Key Performance Indicators (KPIs), leading the execution process, and adapting to change.
- Hoshin Kanri (Policy Deployment): Aligning departmental goals with executive strategy - Breaking down strategic objectives into Tactical and Operational goals.
- Delivering Alignment for Nominated Persons: Ensuring the Management System (e.g., SMS, QMS) supports the strategic goals.
- Developing Aviation-Specific KPIs: Selecting leading vs. lagging indicators (e.g., flight delays vs. maintenance turn-around time, safety culture metrics).
- Target Setting & Benchmarking against industry standards.

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Detailed Content / Topics - The following Subjects will be addressed

- Resource Allocation & Prioritizing projects
- Change Leadership: Communicating the 'why' of the new strategy to all levels.
- Overcoming Resistance to strategic change in an established operational environment.
- Strategic Review Process: The cadence (monthly, quarterly, annually) for executive review.
- Decision-Making with Data: Using performance data to adjust or pivot the strategy.
- Annual Planning Cycle: Linking the strategic plan back to the annual budget and business planning.
- Developing a Personal Action Plan: Participants identify 3 strategic steps to implement upon return.

Target Groups

Nominated Persons, Accountable Managers, senior executives, heads of departments, and aspiring leaders in AOCs, MROs, and ATOs seeking to enhance their strategic planning and goal-setting capabilities.

Pre-requisites

Participants should have a working knowledge of aviation operations and familiarity with basic regulatory frameworks such as EASA/FAA requirements.

Learning Objectives

- Analyze the Strategic Aviation Environment by Incorporating EASA/FAA regulations (like SMS) into PESTEL/SWOT analysis; apply Porter's Five Forces and VRIO to define sustainable competitive advantage.
- Formulate and Articulate Strategic Direction by conducting aviation-specific risk analysis; & translate strategic objectives into high-level, compliant goals using the SMARTER framework.
- Be able to Implement Strategy using Performance Management Systems Utilizing the Balanced Scorecard and Hoshin Kanri to systematically cascade strategy; develop specific, balanced aviation KPIs (leading vs. lagging) for alignment.
- Lead Strategic Execution and Change by communicating the 'why'; optimize resource allocation; use performance data for timely, evidence-based strategic review and annual planning.

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What do People Say about Sofema Aviation Services Training?

"I found satisfying answers to all my questions."
"The instructor demonstrated a very deep knowledge of the subject."
"The length of the course fits my needs and expectations."
"The content was really effective, I gained a lot of new knowledge."
"The practical examples were perfectly delivered."

Duration

2 days – Start at 09.00 and finish at 17.00, with appropriate refreshment breaks.
To register for this training, please email team@sassofia.com or Call +359 28210806

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