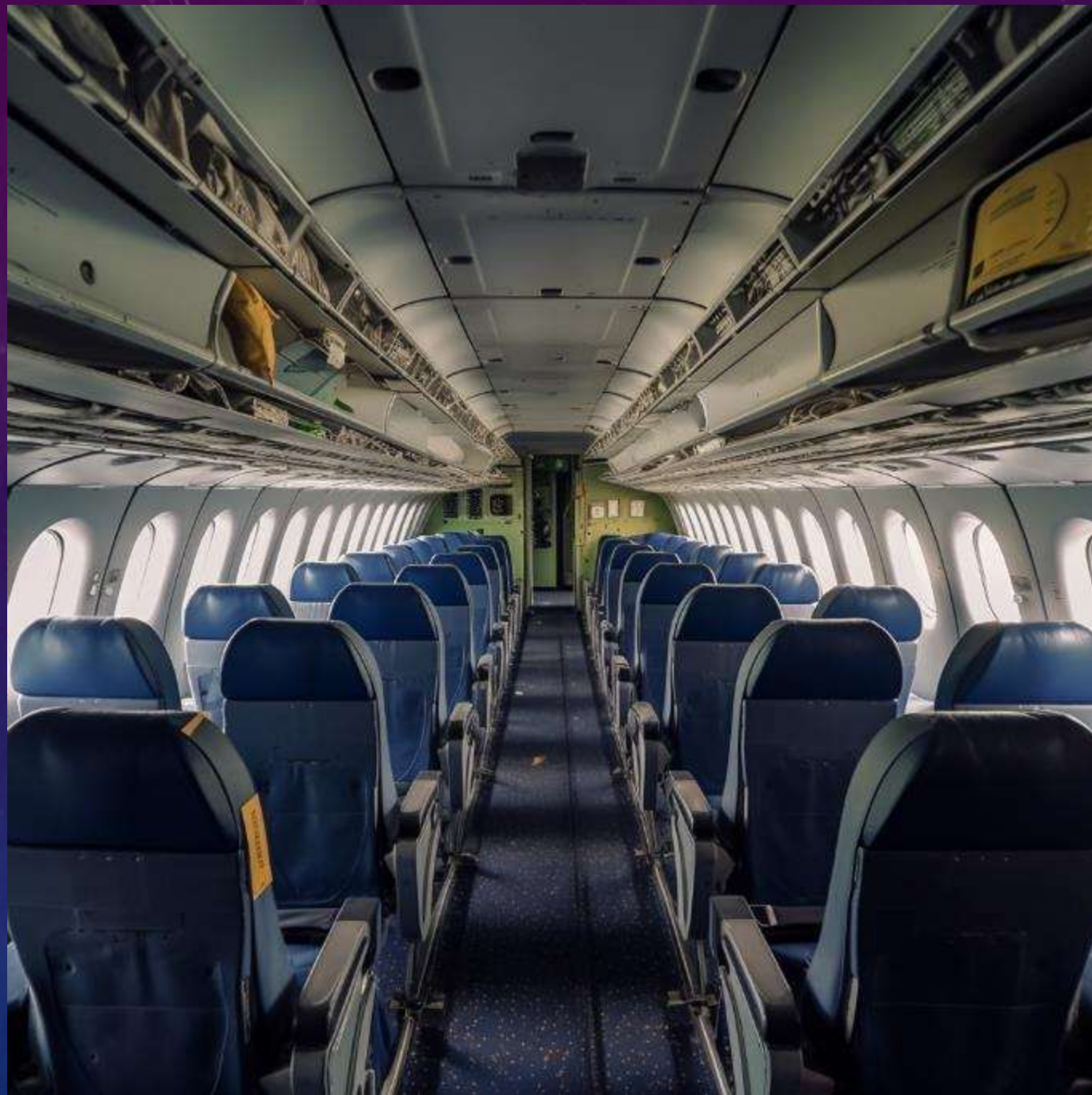


# A PROFITABLE AIRLINE IS A SAFE AIRLINE

HOW COMPETENCY-BASED TRAINING AND ASSESSMENTS PLAY A  
VITAL ROLE

**A PROFITABLE  
AIRLINE IS A SAFE  
AIRLINE**





# GENERATIONS TO COME - They don't need money

- Purpose and Meaning
- Work-Life Balance
- Social Impact
- Workplace Culture
- Feedback and Recognition
- Financial Stability
- Personal Time Off





IF I HAD A  
MILLION DOLLARS

# Incentive Programs to motivate crew

Simulators



Better software

Interesting Safety Awareness Programs

# WHERE DO WE FIND THE MONEY?



# YOU NEED THE DATA!



From the STREET to the JUMPSEAT

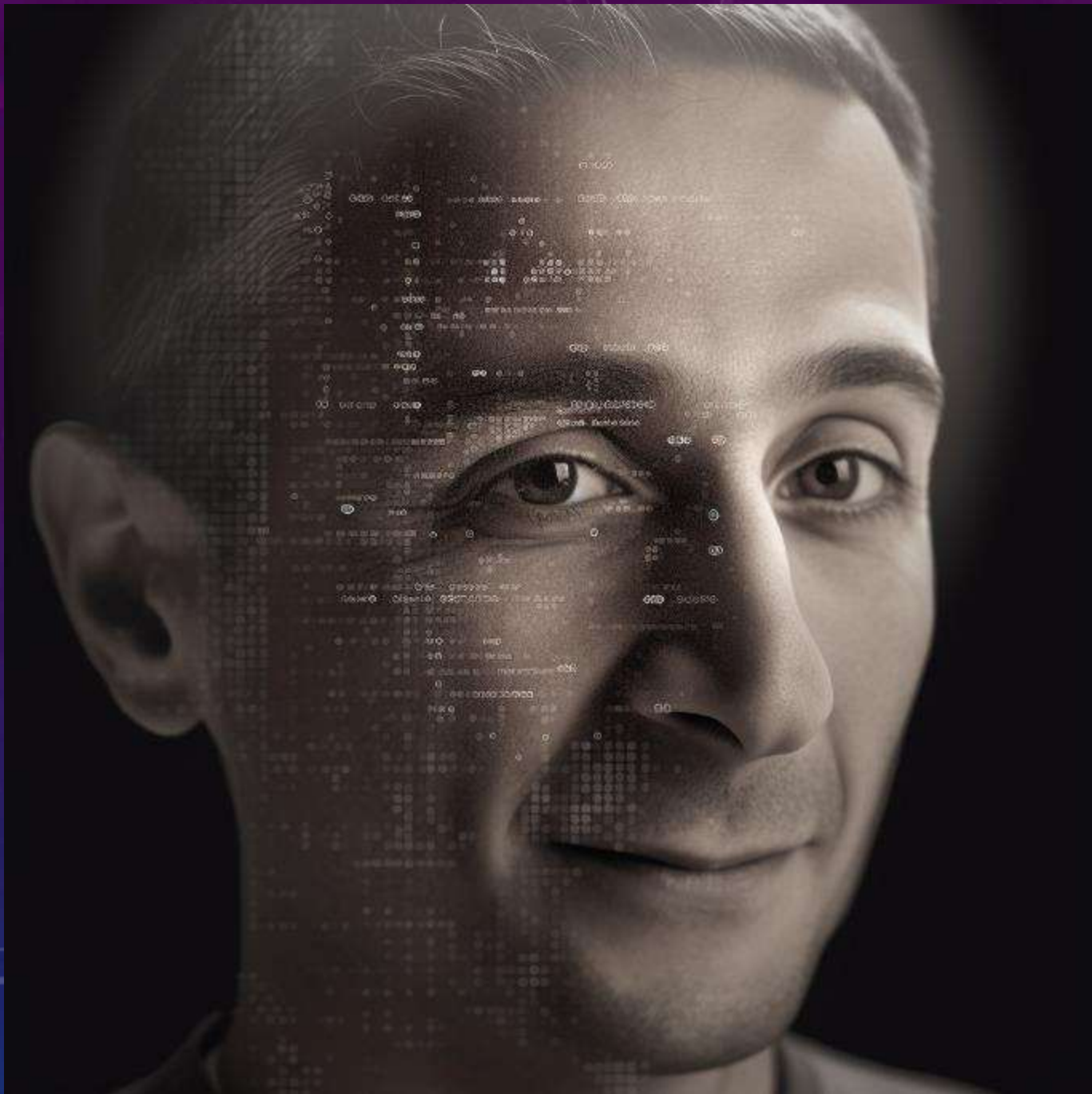
Recruiting  
Advertising – Social Media  
Interviews  
Travel  
Ground school  
Instructors  
Facilities  
Simulators  
Equipment  
Familiarization flights  
Uniforms  
On and on and on.....



# WHERE DO WE FIND THE EFFICIENCIES?

There are several ways / areas to look at to find efficiencies in any operation:

- Training Footprint
- Go See Rate
- Double Training
- Harnessing technology to do tasks efficiently



# COMPETENCY-BASED TRAINING AND ASSESSMENTS



# VERY IMPORTANT INFORMATION!

A B C D E F



How do you know  
what you don't know  
if you don't know you  
don't know it?

This form will be available when you are not connected to internet. If you are disconnected or close this tab, either return to [www.inflightinstitute.com](http://www.inflightinstitute.com) or you can bookmark this page so you can quickly return to it later. [Dismiss](#)

## Novair Cabin Crew Line Check with Competencies

Issue 5 – 2022-04-01

ORO.CC 115(d) & AMC ORO.CC.115(d) (a) (3)

### Flights

777

Flight Number

777

Date

2022-10-18

Route

ARN

Commander

Bostrom

A321

### Cabin Crew

Caroline Fung

Position Worked

L1

Rank

Senior Cabin Crew  Cabin Crew

Reason for Check

Initial  Annual  Special Reason  Purser

Explanation of Grading

[Show Guide](#)

Fill

Preflight Briefing

1 2 3 N/A

1. Check in on time

2. Start briefing on time

# ASSESSMENTS IN ACTION

# ASSESSING YOUR PERFORMANCE

Let me introduce you to the Core Competencies:



Application of  
Procedures



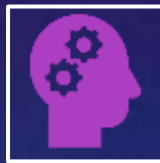
Communication



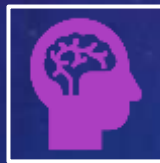
Leadership and  
Teamwork



Passenger Management



Problem  
Solving/Decision  
Making



Situational  
Awareness/Management of  
information



Workload Management

## Pre Take Off

1 2 3 N/A

### 20. Correct arming and reporting of doors

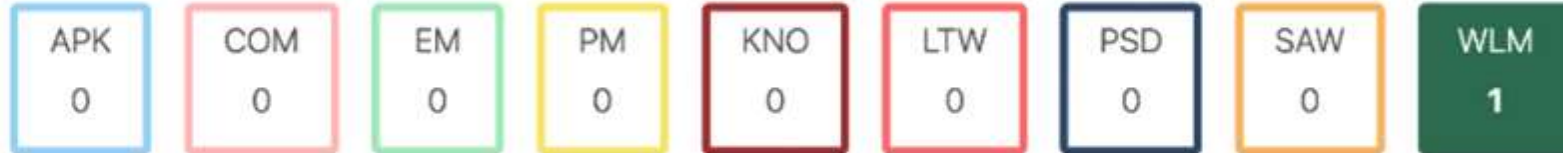


#### Comments

- minimize

Was distracted by a passenger

#### Core competencies & behavioural indicators



#### Workload management (WLM)

Manages available resources efficiently to prioritize and perform tasks in a timely manner under all circumstances.

- 9.1 Maintains self-control in all situations.
- 9.2 Plans, prioritizes and schedules tasks effectively.
- 9.3 Manages time efficiently when carrying out tasks.
- 9.4 Offers and accepts assistance, delegates when necessary and asks for help early.

#### Novair Cabin Crew Line Check

Novair - 2017-2018

01/01/2017 - 31/12/2017

Flight

20

Flight Number

20

City

London

Out Link

Seat 10

Block

Block

Block

Block

Block

Block

Block

Block

Block

Block

Block

Block

Block

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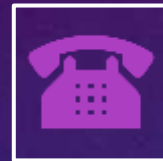
# CORE COMPETENCIES

Competency= Knowledge + Skills + Attitude

# HUMAN FACTORS



Application of  
Procedures



Communication



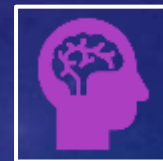
Leadership and  
Teamwork



Passenger Management



Problem  
Solving/Decision  
Making



Situational  
Awareness/Management of  
information



Workload Management



If we truly wish to realize the best outcomes, enhance training and safety we need to identify the underlying causes that attribute to performance.

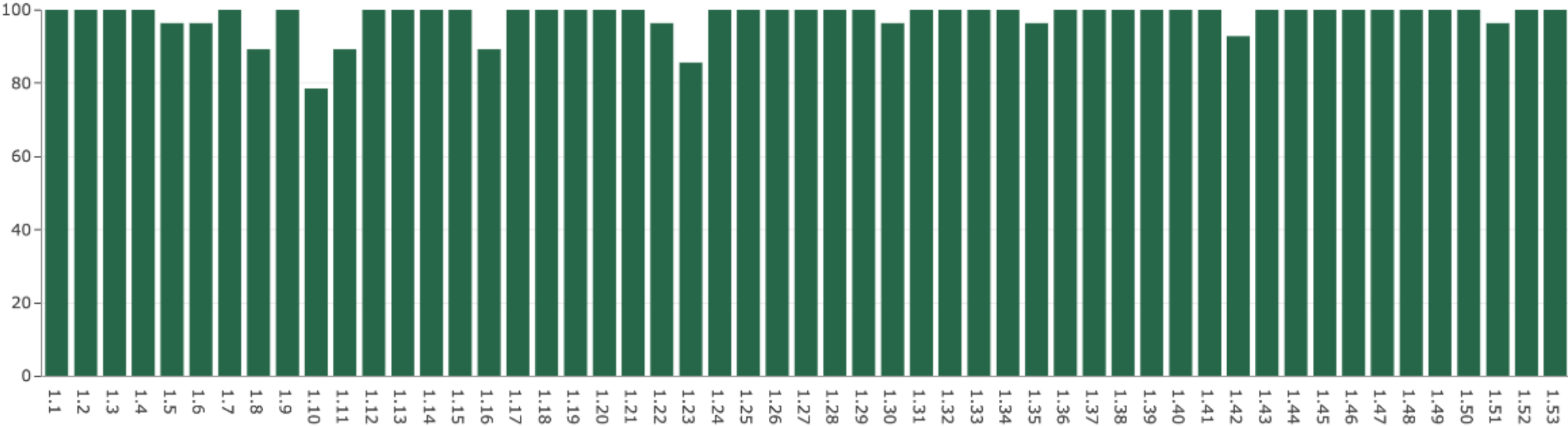
**REDUCED ERRORS + EFFICIENCY = COST SAVINGS**

# ASSESSMENT ANALYSES

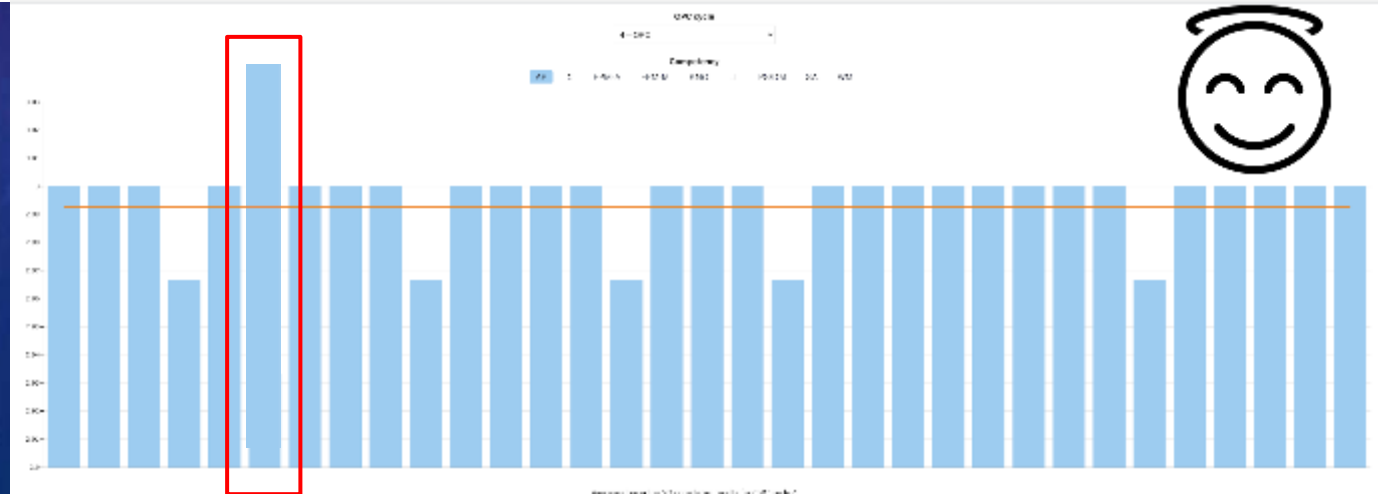
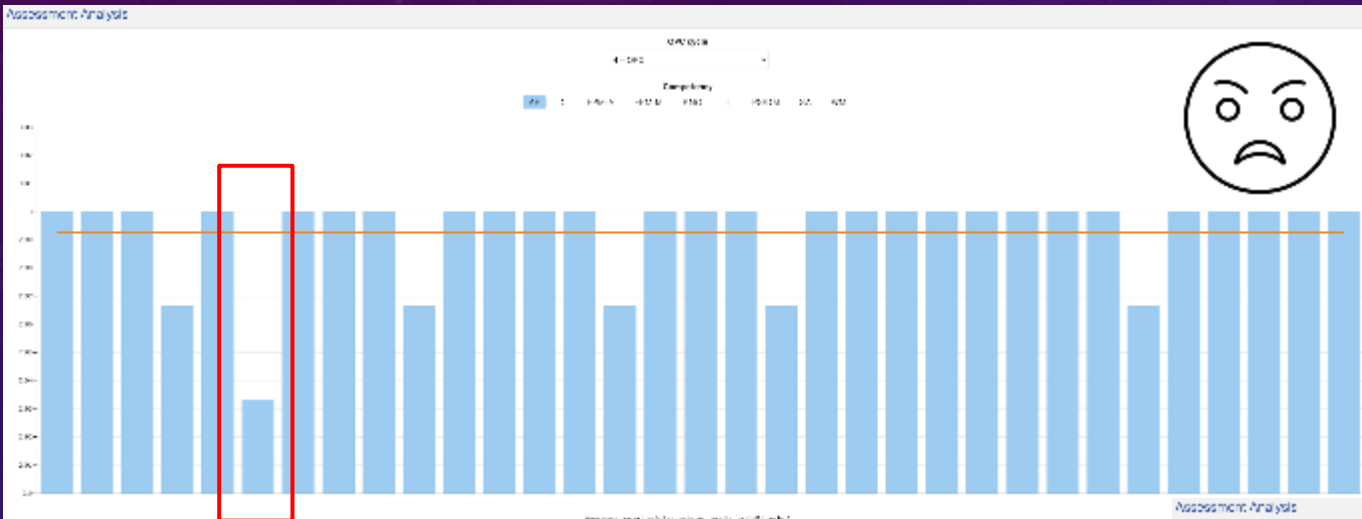
## Assessment Analysis

### Competency

All    APK    COM    EM    PM    KNO    LTW    PSD    SAW    **WLM**



# EXAMINER CALIBRATION



So let's get back to the money...

Competency-Based Training and Assessments can:

- Help reduce your training footprint
- Improve consistency in training
- Identify gaps in knowledge
- Save time and money
- Improve safety



### CABIN CREW COST SAVINGS CALCULATOR

Total Flight attendants needed each year

Your Current GO SEE Rate (% that don't become Crew)

Total days per course

Trainer Annual Salary or Equivalent lost flying time

Hotel cost per Student

Meal allowance per day/Student

Transportation costs per day/Student

Cost of materials, Handouts, Equipment per day

Daily Wage cost allowance/component

Cost of Recruitment per Student

Total Students per Class

### COST OF TRAINING A CABIN CREW

Current Cost  
ANNUALLY



Reduce Go SEE by%  Reduce Training Days by%

Slide the dots to see how much your operation can save!

### TOTAL ANNUAL SAVINGS



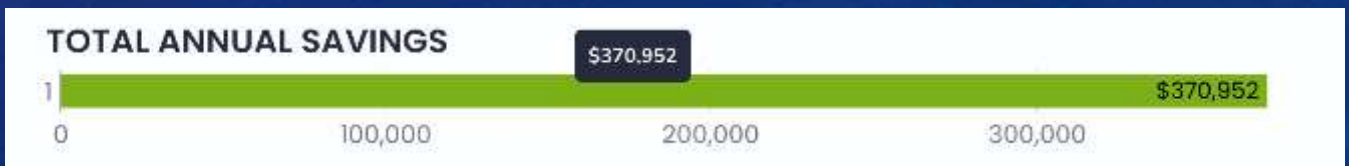
# HOW MUCH MONEY?

## Small sample airline:

Number of crew needed per year = 65

Go see rate = 30%

Training days = 30



# Optimizing Revenue while limiting negative social media exposure

The iPad screen shows a course page for the Inflight Institute. At the top left is the Inflight Institute logo, and at the top right is an 'Enroll Now' button. The main heading is 'Introduction to Customer Service :: Value of Customers'. Below this is a paragraph: 'Allow us to introduce you to Mattias, a world leading onboard safety and sales professional. We will be hearing from him throughout the remainder of the program. Mattias has been working with his airline since 2001.' There are three images: a photo of Mattias in a cabin, a photo of him holding a '2010 Inflight Sales Person of the Year' award, and a video player showing him speaking in an airport terminal. The video player has a play button and a progress bar at 7:00. On the left side of the iPad, there is a sidebar with a video thumbnail and text: 'Advanced Customer Service Training. This exciting program will help you see things from the passenger's point of view and how to create positive memories & customer service experiences at discrete due to airlines.' Below this is another 'Enroll Now' button and a 'Details' button. The iPad status bar at the bottom shows 'iPad' and '9:41 AM'.

**INFLIGHT INSTITUTE**

**Enroll Now**

### Introduction to Customer Service :: Value of Customers

Allow us to introduce you to Mattias, a world leading onboard safety and sales professional. We will be hearing from him throughout the remainder of the program. Mattias has been working with his airline since 2001.

He takes great pride in his job and follows a personal philosophy when it comes to onboard safety, but also onboard sales and customer service.

Mattias' sales concept is a combination of making the passengers feel at home, recognizing them as individuals and treating them well so they have a pleasant and safe journey. Couple that with product knowledge and a love for his chosen career and you have a winning strategy!

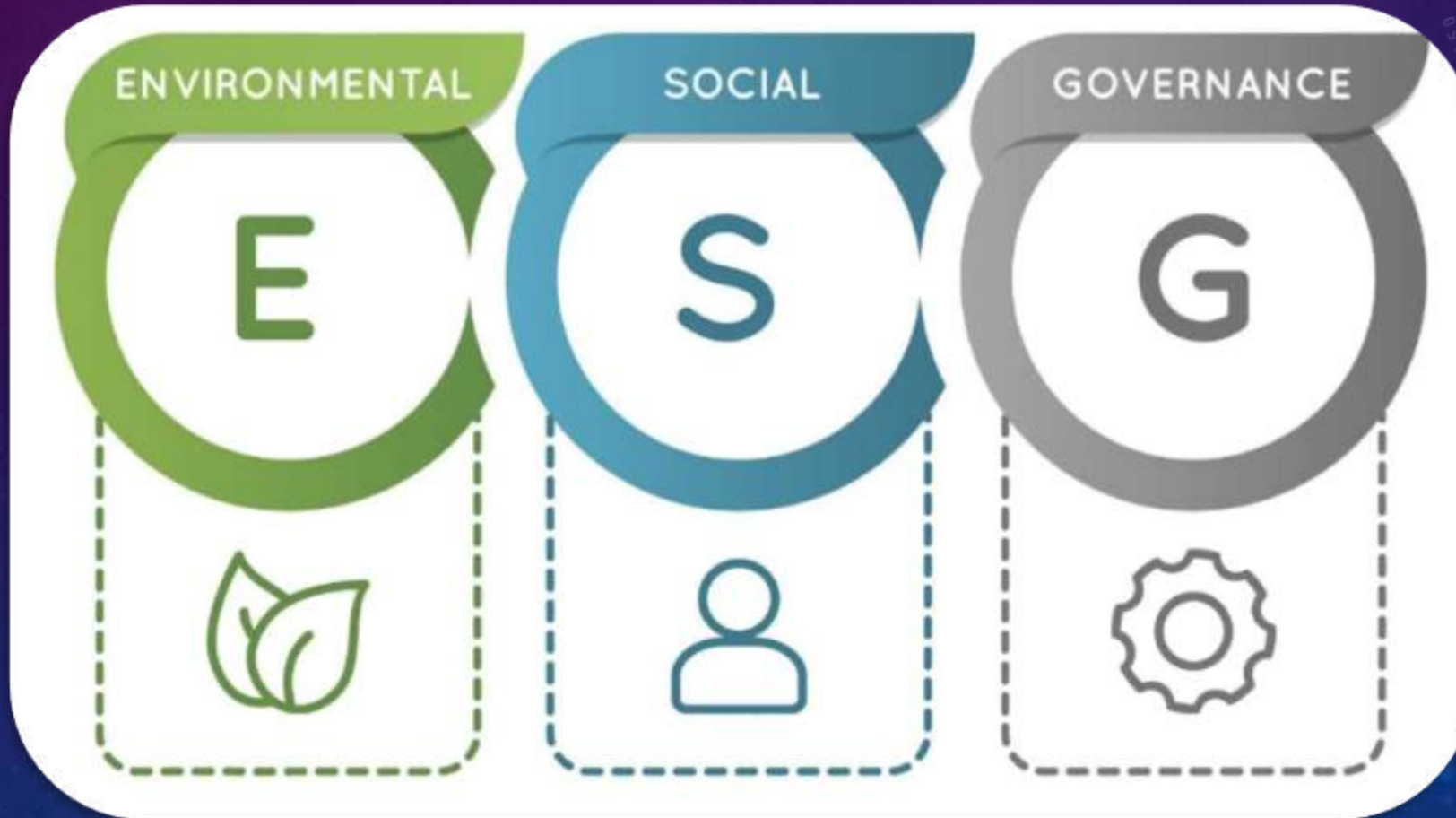
In 2010, Mattias was not just top salesperson in his company, he also received the honour of attending "1 spy" in London, England where he took part in further sales education as well as a competition with the top onboard salespeople from 86 global airlines. At the end of the training, he received the prestigious top award: "2010 Inflight Salesperson of the year". He knows of what he speaks, so let's listen in and learn more.

**Enroll Now**   **Details**

**Advanced Customer Service Training**  
This exciting program will help you see things from the passenger's point of view and how to create positive memories & customer service experiences at discrete due to airlines.

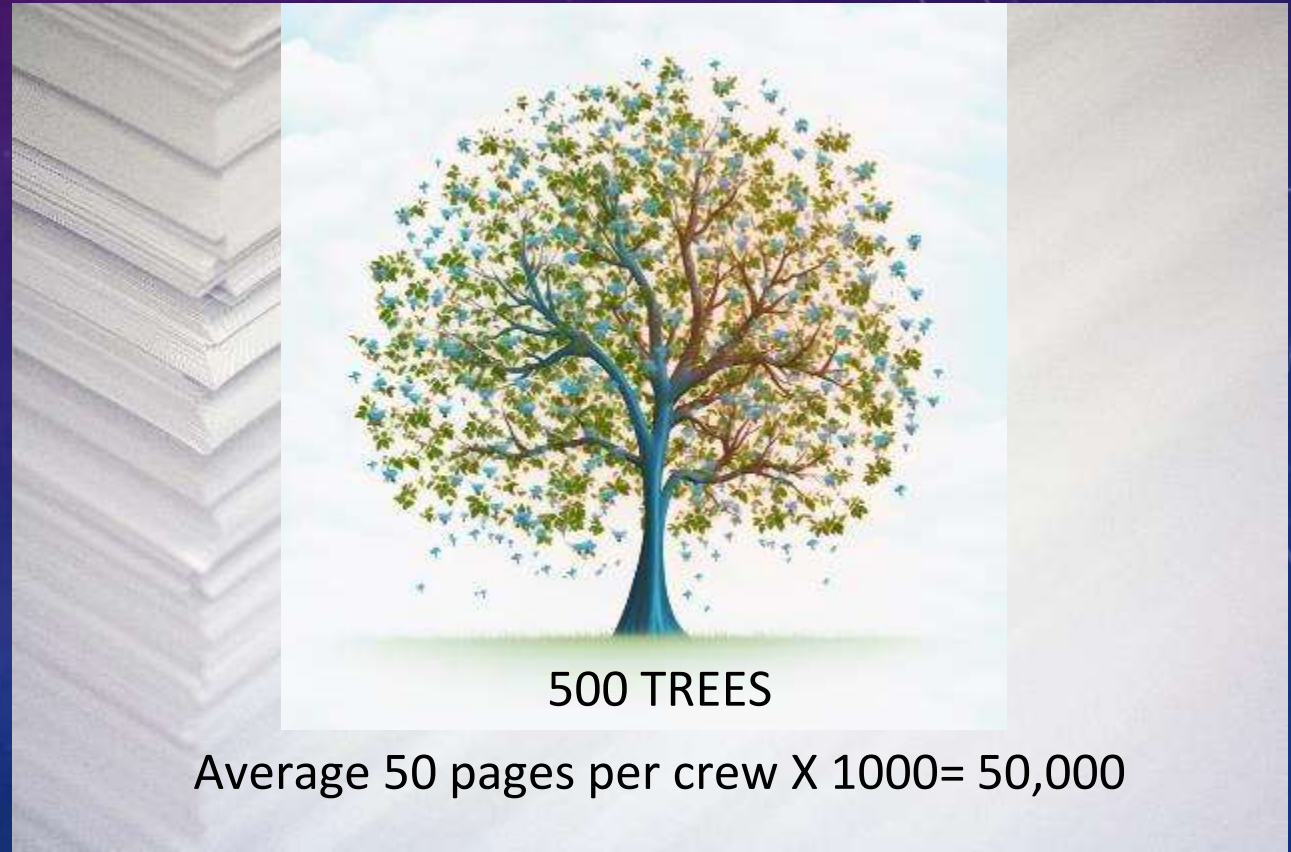
**Enroll Now**   **Details**

NOT always about the money





# NOT always about the money



500 TREES

Average 50 pages per crew X 1000= 50,000

SASTAINABILITY

SAVINGS

SAFETY

STABILITY

SECURITY



We have an opportunity to create a continuous improving cycle where we have the flexibility and funding to enhance the worlds of the people around us.



Ivan Noël  
*President & Founder*

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