



VOLGA-DNEPR  
GROUP

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# about & for V D LEADERS

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## KNOWLEDGE AVAILABLE TO EVERYBODY!

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### QUOTATION OF THE MONTH:

«Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion».

Jack Welch

For more than 25 years Volga-Dnepr has accumulated massive amount of unique knowledge, so now it is vitally important to not only elicit, fix and share it with the company young generation, but also to bring the maximum benefit to the company customers.

"The Aviation Industry Knowledge Center Teaming up Best Airfreight Experts" is one of the most important 2020 strategic projects was initiated in 2015. It's a kind of advisory 'think-tank', a department which will store easily accessible and reliable knowledge in the form of 'how' solutions. In other words, this will be a unified, handy and practical knowledge base where customers including primarily the company personnel will be able to get the answers to their questions.

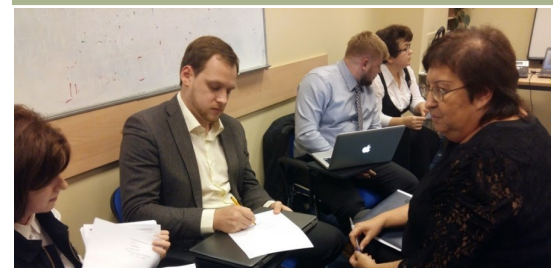
So, the first thing to do is to elicit, describe and store this knowledge! The project team members have completed the first project stage – extensive knowledge elicitation on major company processes – in VDT, VD, ABC, the company subgroups. The knowledge center technologists interviewed more than 150 experts on charter and regular transportation processes, and on the airworthiness maintenance process. The interview results were reflected in knowledge maps, so-called treasure maps which accumulated all valuable knowledge necessary for the company and its customers to become more successful.

– We have learned how many professionals with profound and unique experience have been fostered in Volga-Dnepr! – shared **Dmitry Tarasov**, the leading certification specialist, VDA, one of the technologists. – I was impressed with their openness, their readiness to share knowledge with colleagues, help each other to achieve our common goals.

– The lack of knowledge and experience in particular areas leads to inadequate decisions. The company is a storehouse of knowledge accumulated by its employees, – says **Galina Zubareva**, lawyer expert and mentor, VDM, – It has to be elicited,



Eliciting knowledge in Ulyanovsk...



...and in Moscow

collected and shared with the new generation of the company employees. Then, instead of reinventing the wheel we will make the effort for improvement and modification of the existed solutions and innovations.

It is evident that this desired "think-tank" can't be created without a unified information system. So, now the project team members got down to its implementation stage. The information system will utilize the Microsoft SharePoint platform and will become very friendly and accessible "shell" to let the users find the information within seconds.

Besides, the system will be accessible from any device worldwide. It will have rubrics, tags and specific services which will expedite the information search.

For details of the project "Aviation Industry Knowledge Center" and the latest news, articles, interviews on its realization visit our website:

<http://univer-vd.com/knl/en>.

## LEARNING FROM EACH OTHER AT CUSTOMER'S HOMELAND!

**The Corporate University spring season was crowned with another successful training session held on May 23-24 in Seattle. The training was conducted within the CU School of Global VD employee.**

The training program was initiated in March 2014 in Moscow; the second session was held in Hong Kong in July the same year; the third was in Ulyanovsk in February 2015; the fourth was conducted in Stansted in September 2015.

The fifth training session venue was not selected by accident. Seattle is the home city of the Boeing Company, which aircraft comprise the AirBridgeCargo fleet. The training was



**«The Global VD Employee School strengthens the team spirit between all our offices!»**

possible due to close cooperation with the Boeing and GE, which representatives participated in live discussion on collaborative services promotion.

The company president **Alexey Isaykin** made the opening speech.

Then the floor was turned over to the GE representative **Scott Barney** who specified interaction terms from a customer's viewpoint, described a new approach to cooperation, spoke about requirements to logistics service providers.

The subject matter was supported by the Boeing representative **Shawn Wattles**.

The speech of **Sergey Kravchenko**, the Boeing president in Russia, was also memorable. He spoke about modern tendencies in global companies management, and about high priorities in the rapidly changing world. He stressed the importance of every employee contribution to the desired result. The excursion to the Museum of Aviation which impressed all the participants made it a lively closing of the first training day. The

museum guides made the impression even more valuable as being the Boeing veterans they disclosed a lot of interesting facts from the history of the Boeing and aviation.

The session group work was devoted to the questions re customer service and changes to be made to perfectly meet customers' expectations and needs.

The second day started with the visit of the world famous fish market. The participants were delighted to see a vibrant show the salesmen made out of the ordinary process of selling fish. Such approach should be practised in any business, – that was the conclusion made there.

The market tour was complemented with interesting stories told by **Axel Kaldschmidt**, VD UAC commercial director, who was born and grew up in Seattle.

The training program also covered the issues of Boeing and Volga-Dnepr collaborative service promotions. Then the Boeing representatives shared their experience in LEAN-technology implementation. Another excursion to the Boeing manufacturing plant let the participants see it for themselves. This was where William Boeing established the corporation a hundred years ago.

### **This is what the training participants shared:**

**Anton Khodakovsky**, Volga-Dnepr vice president in Japan and South Korea:

*– This was the most useful session I'd participated. The GE presentation was remarkable, I also enjoyed the excursion to the plant. I got a lot of new information about mutual plans for meetings with the Boeing in Japan and South Korea. Networking made here will be beneficial for the future. Communication with our partners and cooperation development was of great interest to me!*

**Michael Smirnykh**, general director, Volga-Dnepr Airlines:

*– I really liked our live dialogue with the GE and the Boeing representatives. I like the way the training was scheduled. The excursions to the museum and the plant really energized the training program.*

**Andrey Putilin**, senior technologist, VDTM:

*– I was so positively impressed and*



**A unique picture: together with Joe Sutter, the B-747 designer!**

*really appreciated the chance to communicate with the executives and colleagues I hadn't seen for a long time. I am sure that the company great perspective directly depends on professionalism and motivation of the executives and the key specialists. I was pleased to again make sure that we were on a par with our foreign colleagues, and that many of our executives exceeded them in applied knowledge, experience and skills.*

*Despite the fact, that the first training day was devoted to cargo transportation and logistics (which was not my field), I enjoyed the presentations. The GE informative and practical presentation was especially remarkable. It was evident that they were positively tuned to mutually beneficial cooperation. It's also worth mentioning a high level of the training organization, the training avenue, and content.*



**Presentations of our customers – Boeing и GE- were most valuable**

**Robert Van De Weg**, senior vice president on sales and marketing, AFL:

*– Excellent session! Main point: good for all participants to hear on customer requirements and in particular to see the differences in customer types*



e.g, GE buying direct and Boeing via forwarder.

**Andrey Kolesnikov**, senior vice president on Asian and pacific region, ABC subsidiary, Hong Kong:

– This was probably the first training session where communication both with our customers and within the VD team was aimed at discussing practical questions. This is a big advantage!

**Ekaterina Chuychenko**, head of the fleet development department, ABC:

– I am positively impressed:

Working teambuilding atmosphere where I was capable of working on some current issues, including strategic ones. I got acquainted with our colleagues from Volga-Dnepr and our partners from GE and Boeing, who I'd been in touch with by correspondence. I got a clear picture of our business specifics and complexity – logistics, and also something what could be required by our providers. It was a nice work & fun proportion, where fun was meant both for teambuilding and for gaining new knowledge and understanding the industry (the Aviation Museum really impressed me with the rate of aviation development at the beginning of the 20th century).

It was extremely interesting to see a well-organized manufacturing process of B-737, the Boeing line production. (I got a clear picture of something I'd

been reading a lot and mentioning in reports).

In general, I am thankful and happy to take part in the training session – it has already expedited the realization of my tasks.

**Georges Biwer**, vice president EMEA, AFL:

– I found it a good session, and very interactive, but based on real fact and GE as well as Boeing presentations, meaning real facts, and industry feedback, which is always fruitful information one can get out of it. Feel that is more and more a team building growing up between the various entities.

**Simson Demmer**, Chief Strategy Officer, CLM:

– I enjoyed the program, and I thought very helpful group discussions. Most useful was ability to align with customer (GE, in particular), and colleagues whom you normally don't get to see in person.

**More details and photos on the Seattle event you can find in Global VD Employee community on [my.volga-dnepr.com](http://my.volga-dnepr.com).**



**Guided tours to the Boeing manufacturing plant, the Aviation Museum, and the fish market made the training session unforgettable.**

## FESTIVAL OF TALENTS – 2016!

**Dear colleagues!**

**We are happy to announce that the Festival of Talents 2016 is open now. This creative contest gives you a wonderful opportunity to show your unique abilities, whether it is singing, dancing, playing a musical instrument, drawing, pantomime, - the list is endless!**

This year the contest will take two stages:

- The first stage will determine the winner in every VD structural unit;
  - The second stage will let best of the best demonstrate their talents at the gala-concert in Moscow in honor of the company birthday!
- More details on your participation, application dates and other information

will be provided in VD group newsletters at the beginning of June. Voting will start in July, and at the beginning of August the results of the competition will be summarized.

**Follow the news!**



**Last year contest was a great success!  
«Festival of Talents – 2015» winners and awardees.**



# CREATE THE FUTURE TODAY!

## JOIN THE TEAM OF VOLGA-DNEPR LEADERS!

### "Future is created today!" – said Alexey Isaykin at the end of the first stage of The Volga-Dnepr Future Leaders Training Program.

The program for the Volga-Dnepr management reserve was initiated in 2015 within the company strategic project "100 new generation executives to lead the strategy realization". The training is being successfully realized by the Corporate University on the basis of CU professional schools, knowledge management and mentoring system.

A yearlong period was enough to foster the team of like-minded people out of the group of almost complete strangers. Some of them are ready to be the company leaders today! And this is just the beginning!

The year 2016 promises a lot more interesting activities for the 27 first-year graduates – rotation and mentoring programs, participation in important strategic projects, exploring the new technologies such as job shadowing, etc. – everything that will help "future" leaders become "present day" leaders!



### We invite you to join our friendly team of Volga-Dnepr leaders!

We welcome Best of the Best – those capable to effectively react to the challenges of tomorrow and uphold the high aspirations we have always set in our company.

After making it to the "Future Leaders" management reserve school, you will have an opportunity to:

- study with the best teachers of management theory and learn the best practices from in-house and external pundits;
- master knowledge and skills essential for the future management squad;

– establish relations with peers and managers from other company divisions worldwide;

– having completed the basic course, realize your project under supervision of a mentor from among senior and top level managers of the company.

### HOW TO JOIN THE PROGRAM?

It is both simple and difficult.

Qualification criteria for the candidates:

- The English level – Intermediate;
- Work experience in the company – not less than a year;
- Management experience.

It is also appreciated if you have participated:

- in the company strategic projects;
- in training within the Corporate University schools;
- in the contest "Best in Profession".

If you meet all the above criteria,

### YOU SHOULD THEN:

– fill in the attached application form (download on [univer-vd.com/edu/en](http://univer-vd.com/edu/en));

– write an essay (at least 3 pages) on the topic "A project that I would like to realize for the company within the program "VD Future Leaders" (set out your proposals without reiterating already existing projects);

– take a test on the English language;

– be ready for an assessment round both on the level of VD Structural Unit and Volga-Dnepr Group, including the participation in the program for the candidates of the strategic management reserve "I want to be a leader!"

**Please, e-mail your applications and essays by June 12, 2016 to the following people:**

**1. For the employees of the Sub-group VD (VDA, RI, RS, VD UK, VD UAC...)** – Anna Kudryashova, tel. 2974, [Anna.Kudryashova@volga-dnepr.com](mailto:Anna.Kudryashova@volga-dnepr.com); Antonina Muralova, tel. 2221, [Antonina.Muralova@volga-dnepr.com](mailto:Antonina.Muralova@volga-dnepr.com)

**2. For the employees of the Sub-group ABC (AK ABC, AFL with subsidiaries, ACA)** – Anastasiya Yakovleva, tel. 1420, [anastasiya.yakovleva@airbridgecargo.com](mailto:anastasiya.yakovleva@airbridgecargo.com)

**3. For the employees of VDTM** – Nadezhda Grishina, tel. 1689, [Nadezhda.Grishina@volga-dnepr.com](mailto:Nadezhda.Grishina@volga-dnepr.com)

**4. For the employees of VD Gulf** –



Alexander Zhivaev, [VDG.Alexander.Zhivaev@outlook.com](mailto:VDG.Alexander.Zhivaev@outlook.com)

**5. For the employees of AMTES** – Anastasiya Ostretsova, tel. +49(0) 34204 70 44 218, [Anastasiya.Ostretsova@amtes.de](mailto:Anastasiya.Ostretsova@amtes.de)

**6. For the employees of VDM, CLM, MF VD, TRACKS, CLA** – Svetlana Zudina, tel. 1329, [Svetlana.Zudina@volga-dnepr.com](mailto:Svetlana.Zudina@volga-dnepr.com)

**7. For the employees of Private establishment "Corporate University"** – Natalia Egorova, tel. 2583, [Natalya.Egorova@volga-dnepr.com](mailto:Natalya.Egorova@volga-dnepr.com)

**8. For the employees of NIC** – Alexander Pestunov, tel.2029\*246), [A.pestunov@sk-nic.ru](mailto:A.pestunov@sk-nic.ru).

