



VOLGA-DNEPR
GROUP

№23 MARCH 2017

about & for VD LEADERS

MONTHLY CORPORATE MAGAZINE

"INSPIRING, UNIQUE, PROFESSIONAL!" THE SECOND ROUND OF THE FUTURE LEADERS TRAINING PROGRAM HAS STARTED!

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QUOTATION OF THE MONTH:

«If we don't build our future, we will have to suffer it».

Alvin Toffler

NUMBER OF THE MONTH:

Demand for ABC charter operations has increased by **47%** compared to last year figures.

Volga-Dnepr management reserve training program started in Moscow on February 13. "Unforgettable!", "Unique", "Professional and inspiring" – this is what the participants of the program second intake (44 VD employees from the company offices across the world) said about a 4-day module.

The keynote speech made by the company president **Alexey Isaykin** was devoted to the company values and leadership. The president admitted existence of inborn leaders, and also underlined that leadership qualities could be acquired through training. He mentioned that leaders were the company urgent need to take up the tasks the company was facing: "We are looking for heroes ready to take responsibility, so, take this training seriously as preparation for real deeds. Be brave!"

Another first-day speaker **Elena Kalmykova**, director of the Entrepreneur Museum, continued speaking about values. She focused on the principles and cultural values of the Russian entrepreneurs of the 19th-



– I would note the participants' high intellectual potential, – says Olga Popova. – They easily solved complicated tasks, read the instructions. They are highly competent in understanding complex texts. They were 100% involved, interested and inquisitive. It is really appealing to see that the participants are so willing to grow and learn something new.



Here's the participants' best impressions:

Vladimir Osroumov, head of corporate accounting department, VDM:

– The training atmosphere and team spirit was really notable. It was useful to network with the colleagues from different company offices and departments. The GE trainers are real professionals highly experienced in different business fields, broadly educated, capable of very efficient teaching. The president's keynote speech underlined the importance of the corporate values in the job of every employee. He gave the examples from the company history which proved the corporate values consistency and practical sustainability. The training helped to structure the knowledge about the leader key competences, to understand how to apply this knowledge in practice, there was also something completely new.



The training opening ceremony was done by Alexey Isaykin, the company president, Michael Smirnyh, VDA general director, and Sergey Lazarev, ABC general director.

the beginning of the 20th centuries. The participants got familiar with the history of Russian entrepreneurship and took part in the performance about the Morozov family. Another three training days were devoted to "The Leader Key Competences". The training was conducted by **Olga Popova**, customer training manager from GE, and **Sudhir Sebuth**, IPM consulting trainer from SkyNet Group, GE.

(the end of the article see on pages 2-3)



"A leader must be able to listen and to hear, to understand what is important for the customer"

Igor Gordeev, sales department leading lawyer, VDTM:

– Elena Kalmykova's presentation was remarkable. Her story about the Morozov family illustrated the dream of any enterprising person. That "80 km to the customer" and personnel care converted into a strategy lingered in my mind. That's really insightful, from the point of view of long-term goals and achievements in general. I was impressed with the GE speakers. They presented simple communication and achievement tools which at times blew my mind, crystallizing seemingly evident and very practical knowledge. Olga Popova's unique experience kept me interested throughout the training, and the very involvement in the training process was the most valuable, not to mention that famous "jar of pickles" effect. The environment of ambitious people motivated by the same values and growth opportunities was very inspiring and energizing. Besides, ongoing communication with colleagues really worked for team-building. It was unique and great! Many thanks to the Corporate University for this splendid opportunity.

Lubov Kamalova, deputy director on economics and finance, ABC:

– The impressions of the first training module are very bright and positive. I looked at the values from a different perspective and re-evaluated them. It's not only about our inner world and rules of conduct. The company values can trigger efficient relationships in business. The GE training was useful: professional and experienced trainers, applicable knowledge, friendly training atmosphere. Communication beyond operational needs was also very important. I'd like to thank the organizers! Looking forward to the next training module!

Konstantin Turkin, head of public relations, VDA:

– Super! Keep it up! I really enjoyed the course language format. The event venue was a wonderful opportunity to get to know our colleagues from different departments and offices.

Inna Troshina, head of general procurement department, VDA subsidiary in Moscow:

– These 4 days were really eventful and informative! We shared the way we saw the company values, and found commonalities in the values of both companies - General Electric and Volga-Dnepr. I remember the lecture about the Morozov family animated by our colleagues. This story sank into my heart, so when back home I found and watched the documentary about Savva Morozov. The GE training on leadership was remarkable. It was comprehensible and nicely balanced in terms of theory and practice. The trainer Sudhir Sebuth could easily keep us engaged. The DISK behaviour model was completely new to me. The deeper we went into the type analysis the more I realized the reasons of my uneasy relationships with some of my colleagues. The task to work out a new board game impressed me most. Every team was strong in its own way – in ideas, in marketing, in promotion. Our strength was in advertising video which we made with the cell phone in 5 minutes with no rehearsals. It all went very quickly. The idea popped up at the end of the set time and revealed my



"The history of entrepreneurship in the appealing format". Elena Kalmykova's presentation.

group mates' acting skills. So, the training module was beneficial in terms gaining new knowledge, practical tasks and teambuilding. The training format contributed to networking and knowledge sharing with foreign colleagues.

Ariel Zhang, manager-revenue & capacity management APAC, ABC:

– The ice-breaking session of corporate value and training program of GE were both very result-oriented and practical. Personally, the most memorable session is the group Q&A, which focuses on each single team member. Questions that we don't usually ask were raised, puzzles solved and sincere comments received. Suddenly the team became much closer than

ever – a big step forward.

Anatoly Stepanov, head of planning



department, ABC:

– The impressions are only positive. Despite a friendly training atmosphere we were speaking about very serious and important things which we sometimes forget about in routine operations. Personnel involvement into the company culture of values is one of the most important tasks of any manager, which makes it vital not only to say the words honesty, labour, trust, but also act on them. Thank you to all the trainers and my best regards to the Roundtable team.

Oleg Novikov, marketing director, ABC (Shanghai):

– The president's speech about values was really appealing. Values aren't just slogans; they can be used as a marketing tool to deal with the customer. I also enjoyed the GE training on the DISC model. It helped me better understand myself. It was also beneficial for teambuilding and personal routine and long-term efficiency.

Rasym Shakirov, head of management planning department, VDM:

– It seems to be the most unforgettable training! Its delivery and participants' involvement were at a very high level. I'd like to thank the organizers. Hopefully, other training modules won't be worse.

Maria Ermolenko, quality and ethics director, VDA:

– The first module let us get to know each other. The atmosphere was friendly and joyous. The GE trainer's task on making a board game was



Selecting key events for description!

very creative and real fun. I'd like to thank my colleagues from Moscow. I also enjoyed the lecture about the history of Russian entrepreneurship. Business culture passed on from generation to generation was illustrated through the Morozov family. I'd also like to thank the president for his heartfelt speech which made us better understand the company values.



"The material delivery was perfect. Sudhir Sebuth could easily keep us engaged!"

Jonathan Celetaria, leading sales manager, subsidiary in Frankfurt-am-Main:

– "Do not underestimate people that you don't know". Once you set a team goal and understand and define the role of each and single person, you will achieve what others don't expect you to achieve.

Denis Selesnev, finance and economics director, VDA:

– I remember Elena Kalmykova's presentation about the history of Russian entrepreneurship. She managed to captivate the audience's attention with the story of the Morozov family, their honest work which led to success. I also liked the GE trainers – real professionals!

Julia Mennibaeva, accounting manager, VDA:

– The GE training on leadership was really impressive. Olga Popova demonstrated various tools which could contribute to teambuilding, to result assessment and conflict management. All the tools are very useful and applicable. In three days we plunged into the atmosphere of leadership and cooperation. It was also interesting to view the company values from a different perspective comparing them with GE values which turned out to be similar. I'd like to thank the Corporate University for the training organization.

Anastasiya Chupryna, leading economist on accounting automation, VDM:

– The event was very well organized, and everyone was tuned to the result. Trainers were very professional, capable of accurate and perfect material

delivery. Different participants – we were very much the same in our involvement and willingness to gain new knowledge.

George Shklyanik, head of transportation tracking group, VDA:

– The training was very useful and intensive. We know a lot by intuition, and the training helped to structure and clarify these things. I liked the fact that from the very beginning it all was based on the preliminary testing, which helped us to plunge into the system. Otherwise we would have found it difficult to apply what we learned at work. All the tasks and exercises were very applicable – we kept analyzing our colleagues, employees, executives, customers through the prism of theoretical concepts. Communication inside and out was also very useful. We managed to get to know each other, to understand the value of our future contacts.

Yulia Celetaria, customer service manager, global standards and trainings, ABC:

– A very inspirational course. The content was spot on and the theoretical aspect was perfectly balanced with practice. We had a very good presenter, very inspirational, approachable, and supportive. Will definitely be putting into practice all I've learnt. Delivery was good, very interactive and people were always involved. Excellent theories, models and training... The best part was how tailored it was to our company values.



"Making up a new board game!"



Incorporated GE values were very useful part of the course as well. Thank you, GE and Corporate University for the great and useful experience!



Alexander Treber, head of customer service, subsidiary in Frankfurt-am-Main:

– First of all, I would like to thank the Corporate University to provide me and all the others which such a nice program and workshop to develop ourselves and bring a gain to the company. One of the things that I always like very much, is that you



actually can put some faces to emails. There might be colleagues, to which you have daily/weekly contact, but have never met them. Meet and shake hands is always nice and helps the teamwork amongst colleagues. Also meeting colleagues, to which you never did have contact, but might have in the future. What I specifically liked about the workshop / module was the DISC assessment, which showed/taught me a lot about myself and the way I'm seen. But also some ways on how to react within the team and what is important for a team to function. Looking forward to the second module.

Nikolai Grigoryev, head of commercial efficiency analytics department, ABC:

– I remember the president's keynote speech, especially its part of the company development. It allowed to better understand the company long-term goals. The GE training on the DISC model was also remarkable. I set the goal to learn to communicate with all four types of people in particular critical situations. The teams were also very creative making their board games. And it's great that we could instantly apply all the tools we learned.

THE CORPORATE GOOGLE

The Field-Specific Knowledge Center Teaming up Best Airfreight Experts

Project scope

All employees are clients

More than 200 internal experts

More than 300 key events

More than 50 project members

How to use the company experience for solving current and future problems?

How to organize an expert community and make it live and useful?

Who is collecting the company precious "knowledge honey" into the "honey cells"?

How a unified knowledge management system will instantly help to find a solution?

This is what the strategic project "The Field-Specific Knowledge Center Teaming up Best Airfreight Experts" is about.

It's a kind of advisory 'think-tank' which is meant to store easily accessible and reliable knowledge in the form of 'how' solutions.

We asked the project leaders about 2016 achievements and plans for 2017.

Anastasiya Martynova, head of analytics department, VDM, deputy project manager:



– A lot was achieved by the project team last year, and plans for 2017 are also ambitious. But I would like to say why we initiated this project.

Knowledge is not about schools, universities, textbooks, postulates and dogmas covered with dust. Knowledge is about success and failure, about experience and troubleshooting. Knowledge Center is a kind of corporate Google or Wiki where you can enter a request and possibly

find an elegant solution for a problem, get consulted by a company or an external expert, share your experience on troubleshooting for others not to "invent a bicycle". Knowledge is an opportunity to be successful, to grow and help others grow. We create opportunities, and this is really worth working for.

Alexey Kukanov, IT director, VDM; project leader on "Unified Knowledge Management System":



– Time is a nonrenewable recourse. So, wasting it on information search with no clue for its whereabouts is really annoying. Time wasted

on unproductive information search is our efficiency reserve which shall be activated, especially when the company is facing hardships. So, our task is to convert technical capabilities of the IT platform into time for productive work. For now we have achieved some tangible results – the IT platform is installed and is being tested now. At the moment it is being filled with collected and fixed knowledge on the company key directions. Soon we plan to test the platform on user focus groups. Hopefully, the Unified Knowledge Management System will be in great demand with the company employees and help them preserve their main resource – time.

Julia Gordeeva, compensation and benefits manager, VDM; project leader on "The Team of Technologists":



– We organized and trained the team of technologists who have become "the bees" collecting the company "precious knowledge honey". They interviewed

more than 220 company experts on the main processes of regular and charter transportation, aircraft maintenance, transportation management. This year we plan to train another group of technologists to address new challenging tasks. We welcome everybody to become a knowledge center technologist and join the project team!

Eleonora Surina, prevention accident department director, VDM; project leader on "Key Events":

– Every day is eventful. There are key events which support, acknowledge or change directions and

lead to results. Our task was to fix the company key events. In the scale of 25 years of the company history experts identified more than 300 of them. Event description and fixing involved different activities:

- Organizing the Contest on key event description (still ongoing);
- Initiating mini-groups;
- Interviewing experts, event witnesses;
- Collecting documents and all relevant materials.

This year we will continue on this job.
Natalia Plotnikova, project manager "Boeing and GE Logistics Knowledge"; project leader on "Team of Experts":



– We are organizing an expert community for operational "knowledge factory" which will integrate the company intellectual assets with external expertise. The community will bring together experts of all the company businesses. This is a unique opportunity for professional and creative self-realization of the company employees, executives and external field experts.

And there is much more to what the Knowledge Center project integrates. Global knowledge elicitation was conducted in VDA, led by **Rodion Neli-dov**, strategic reserve program par-

ticipant; in ABC, led by **Fedor Novikov**, the Future Leaders program participant; in VDM, led by **Anastasiya Chupryna**, leading economist on accounting automation; in VD Gulf and AMTES on MRO processes, led by **Alexey Mikheev**, deputy director VD Gulf; in transportation management, led by **Timur Scherbakov**, aeronautic provisions leading specialist, VDA. More than 300 expert interviews were conducted with the results reflected in knowledge maps which will help the company employees and customers to be more successful.

The corporate Book of Recognition is being filled with articles about the people whose contribution to customer benefit was most remarkable.

Knowledge Center project is about all of us, every employee disregarding positions and geog-

raphy.

It creates environment for knowledge sharing and circulation inside the company.

In conclusion, here are some words from **Galina Isaykina**, the Project Manager:

– It's important for our project to have a really interested and demanding customer, the one who knows what he wants. The culture of forming an order is first of all the culture of identifying the company business needs and needs of a particular department. This is what stipulates the project success. If we – the project team – know "what", then we will come up with any "how".



THE ART OF CREATING VALUE FOR THE CUSTOMER



The workshop on marketing management for Volga-Dnepr Airlines personnel was held on February 9 in Ulyanovsk. Conducted by Denis Gliznoutsa, vice president on special projects, it was run within School of Management "Profi" aimed at development of operational management reserve.

Before the training participants could forward their questions to the trainer and get the answers to them. According to the trainer the workshop was run in the most efficient format for knowledge sharing.

During the workshop the reservists were presented with different types of marketing and the way they could be implemented in the company. They also analyzed the marketing strategies which were both very financially beneficial for the company and strengthened its position in the market.

– I liked the seminar format. The training was vibrant, well-illustrated, run in one breath. – shared **Sergey**

Garanin, head of the protocol group.

– Now I understand what top-marketing is and how it is managed at different levels. By the example of 130 tons transportation Denis made it clear that word "no" was unacceptable for the customer. This is the first rule I shared with the colleagues of my department after the training.

– Firstly, it was really interesting. There were a lot of good examples from the trainer's experience, – says **Kamil Khabibulin**, leading specialist on working with providers. *– Three hours went unnoticed! Secondly, the subject matter itself is very vibrant, you can discuss it endlessly. Thanks to Denis I learned that marketing was not just about studying and analyzing the market, it was a real science where books were not enough to understand it, it required practical implementation. To my mind, information about top-marketing was properly placed. This communication model allows reaching much better results at all levels. I was pleasantly surprised to learn that working on a contract salesmen don't just promote the company services, they study the customer thoroughly to find ways for cost reduction. In general the workshop very interesting and useful!*

– I really enjoyed participating in this workshop, – says **Oksana Meronen**, head of quality service. *– In the airline we are not faced with the function of "pure" marketing, so I was very interested in the subject matter and*

the trainer, and the result justified my expectations! Also, it wasn't lecturing, it was run in the format of knowledge and experience sharing which made it exciting and comprehensible.



– It was a very interesting and useful workshop, – comments **Anton Antonovich**, head of customer service. *– It wasn't pure theory, it was well illustrated with real cases which I heard of but due to some circumstances couldn't dig deep. I left the classroom with a lot to think over, to aim at, to apply at the working place, to analyze retrospectively what could have been done differently if I had attended this seminar earlier.*

The winners of the «Best in Profession 2016»!



The award ceremony of the third annual contest "Best in Profession" was held in Moscow on February 13. Fifteen best company specialists got their winner certificates from the company top management. In its three-year history 350 Volga-Dnepr employees from different countries, VD Structural Units and departments have become the contest participants.

Meet the winners of the contest "Best in Profession 2016!"



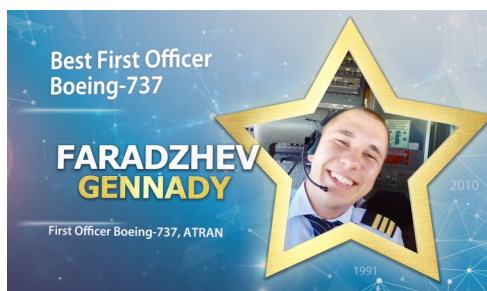
– Alexey is one of the youngest pilots of our department, – says **Svetlana Grebenyuk**, leading specialist on flight crew training organization, ABC. – He is a talented and a very professional pilot-instructor. You can entrust him any trainee, as he knows the way to everyone's success!



– Worthy, capable, responsible, grown in aviation family, – says **Vitaly Kolokoltsev**, senior chief-pilot, ABC. – The Sheptalins general employment history in Volga-Dnepr is more than 30 years. Pavel is ready to perform most challenging and responsible tasks.



– Excellent pilot, very professional and reliable! – says about Victor **Alexey Shurygin**, head of flight department, "ATLAN". – He is one of the rare specialists who's been flying with "ATLAN" for about 20 years starting from An-12 and up to B-737.



– He is the one to think on his feet! – says about Gennady **Alexey Shurygin**. – The one who aims at personal on-going development.



– Committed, perspective, conscientious, professional! – says **Igor Aksenov**, head of flight department, VDA.



– I've known Sergey since 2010, – says **Alexander Ilyin**, chief-pilot of IL-76 flight group, VDA. – He is a very competent specialist, a good family man, who loves children and his profession.

– He is very determined, he got his aviation education independently, – added **Igor Aksenov**. – He'd always wanted to fly, and he reached his goal.



– He is an experienced and reliable flight engineer and instructor, – says about Sergey **Peter Kharitonenko**, senior flight engineer-instructor, VDA. – He's proved his professionalism many times in challenging situations.



– I've known Michael for a long time, we met back in the 90-s when work-

ing in Mirny's aviation enterprise in Yakutiya, – says **Nikolay Baranov**, chief navigator IL-76, VDA. – From the very beginning he made the impression of a very competent navigator, who was one of the first mastering Tu-134.



– He is one of the most experienced company employees, – says **Igor Aksenov**. – We met in the 90-s when I came to the company. He is very knowledgeable. He is now fixing his 20-year flight experience to make it accessible for future generations.



– He is keen on optimizing the operations, studying his colleagues' experience, and is very willing in sharing his own, – says about Andrey **Dmitry Zimin**, senior loadmaster, VDA.



– Very competent, inquisitive, and proactive specialist, – says about A. Rusakov **Alexey Bliznyuk**, teacher-methodologist, Aviation Training Center. – I think he'll go a great way.



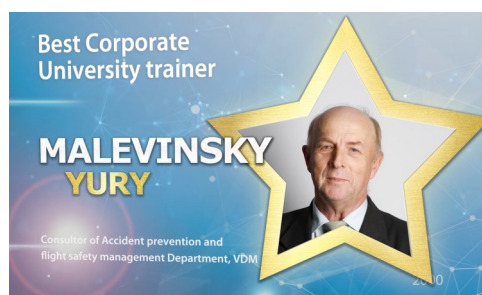
– I've known Sergey more than 25 years, – says **Valery Bekshtrev**, head of line maintenance workshop, VDA. – He is very thorough and thoughtful, real professional!



– He aims at self-study, always moving ahead, sharing his experience with colleagues, – says about Alexander **Pavel Zinin**, head of operational center, VDTM.



– Nadezhda was the founder of the training processes in VDTM, – says **Nina Shevnina**, head of HR department, VDTM. – She initiated, realized and now controls mentorship in VDTM. She is an example of an ideal mentor.



– He is a unique person who managed to go so deep in profession, that has become an unquestioned authority in the area of flight safety and accident prevention, – says **Alexander Bashkov**, general director, "ATRAN". – I wish him active ageing, and that his rich multifaceted experience to be shared with a young generation of the company management. I think he is really worthy of this nomination as the best company contributor and teacher. I wish success to all us!

Our congratulations to the contest winners!

VOLGA-DNEPR AND BOLLORE LOGISTICS MOVE THREE THALES ALENIA SPACE TELECOM SATELLITES TO EUROPE'S SPACEPORT



Volga-Dnepr Airlines has transported three more space satellites to the Guiana Space Center, Europe's Spaceport in French Guiana, in support of its long-standing partnership with Bollore Logistics and Thales Alenia Space.

These latest An-124-100 flights demonstrated the international nature of the space industry with Volga-Dnepr working with leading French and French/Italian partners to deliver communications satellites for customers in Brazil, South Korea and Indonesia.

It was the first time Volga-Dnepr used new lightweight and easier-to-stow aluminium extension ramps to load and unload satellites. The new ramps weigh less and take up less space when stowed in the aircraft, which allows to increase the volume and payload for cargo carried when required. Volga-Dnepr's first flight for Bollore and Thales Alenia Space in 2017 delivered the Telkom 3S satellite, built for the Indonesian operator Telkom Indonesia and launched on February 14. This was followed by a 13-hour An-124-100 freighter flight from Nice to Cayenne carrying Brazil's SGDC satellite and South Korea's Koreasat 7 telecommunications satellite, also built by Thales Alenia Space. Volga-Dnepr's expertise in moving space cargoes and its close working partnership between Bollore Logistics and Thales Alenia Space guaranteed both satellites arrived safely at the Guiana Space Center to ensure preparations continued as planned for the dual launch on March 21 onboard the Ariane 5 launch vehicle.

The transport containers used to deliver the satellites have been specially designed to utilise the unique capabilities of Volga-Dnepr's An-124-100 and have been used many times before for similar transportations for Bollore and Thales Alenia Space.

Matthew Thear, Customer Service Manager at Volga-Dnepr, said: "Our long partnership with Bollore Logistics and Thales Alenia Space means we have great experience and finely-tuned processes in place to move highly sensitive satellite technology. This includes minute-by-minute monitoring of temperature, pressure and vibration in flight. However, we are always looking for ways to advance the services we provide, and the latest development of the new loading equipment is another proof of that."

The Once a Philosopher Was Asked What Ships Were the Safest...

"Harboured", – replied the philosopher. Another seminar of the project "Entertainment management for kids and adults" let the participants learn why aircraft is the safest means of transport.

To speak about safety – the key company value – the Corporate University invited the company experts **Bakhtiyer Astanov**, flight work counselor, **Dmitry Makarov**, head of accident prevention department, VDA, **Elena Erastova**, Aviation Training Center teacher. The seminar started with a lively warmer.

familiar with the SHELL model, tried to apply new knowledge in practice.



The SHELL model for beginners: clear and vivid!



Dmitry Makarov appeared to be a perfect test pilot.



Together with Elena Erastova the kids were training coordination...



They saw the Hudson miracle. –



The senior participants took part in a real incident investigation – with charts, formulas, facts.



...and team work.

Then the participants got boarding passes to fly to Minos, the ancient Greek Island, to learn about the first in history aviation accident and the origin of the discipline "Flight Safety".



Discussing factors turned out to be very interesting!

At the end of the seminar the kids took part in a big competition – the junior participants had to take the role of aviation designers and build the safest aircraft with A4 list.



The task was not easy though with the help of experts it turned out to be manageable.



Bakhtiyer Asanov told the kids the legend about Icarus.

The seminar was very informative. The participants saw the greediest engine, the best floating aircraft, got



An experienced designer is seen from afar! (The designed aircraft was awarded the second place in the competition!)



He winners got the tickets to the "Space" cinema.