

VD LEADERS

CORPORATE MAGAZINE



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**Want to share your
experience in one click?
Easier than ever!**

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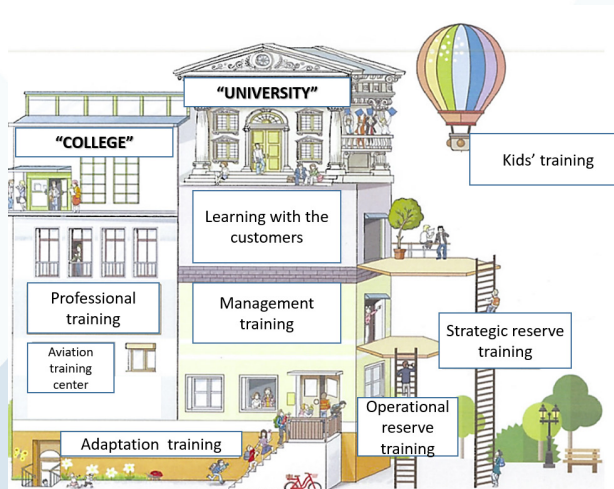
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Corporate University at a glance

VDG Corporate University today:

- **knowledge management,**
- **training (mandatory and developing),**
- **personnel assessment,**
- **personnel development.**



All employees are involved in training: from the company managers and management reserve to newcomers. Since 2016, Corporate University (CU) has been running a program for children of the company employees – «Entertaining management». Kids in Moscow, Ulyanovsk, Sharjah, London and other offices talk with Volga-Dnepr experts about complex business issues in simple language.

The Corporate university implements two VDG strategic objectives:

- “Aviation Industry Knowledge Center, Teaming up Best Airfreight Experts”;
- “100 new generation leaders to implement the strategy”.

At the CU initiative, Global Customer Summits have been held annually since 2018. According to the company top management, summits in 2018 and 2019 with



“Corporate university of Volga-Dnepr Group contributes to the implementation of the company strategic goals by forming, training and developing a team of professionals. Corporate University is the key structure of VDG for the preservation and sharing of accumulated knowledge and experience”.



Galina Isaykina, Head of Corporate University

participation of the company key customers became an indisputable contribution to the development of the VDG business, bringing it closer to the strategic goal.

Corporate contests were launched in 2014. For 6 years, they annually have been gathering employees of the global company:

- **“Best in Profession professional competence contest”;**
- **“Festival of Talents” creative contest.**



In 2018, the «Lead Region» team competition and in 2019 the «Leadership Marathon» for managers and the management reserve were added to the contest list.

Any questions or suggestions? Please feel free to ask:

corporate_education_department@volga-dnepr.com

“I liked the workshop interactive format when attendees being actively engaged into discussion gain knowledge about products. Proactive approach to customer possible needs is of great value as it helps planning the company cargo flow and expanding the market presence across the world”, - shared Jury Yakunin, auditor, ABC, about workshop for operational management reserve).



It is no secret that it is important for every leader to be able to share and pass on their knowledge to employees, and the current memorandum «**Regarding Knowledge Management in Volga-Dnepr Group**» emphasizes this by assigning to each group manager the responsibility to describe their management experience.

How to share your unique «luggage» of experience in management? How to communicate the lessons learnt, successes and failures to the employees? The answer is in the Knowledge System km.volga-dnepr.com.

Retaining invaluable experience

We asked the leaders to tell us more about why it is so important to share experience and knowledge.



Vyacheslav Gornostaev, *Head of OPS & maintenance Data, AMTES; Knowledge center expert:*

“The corporate knowledge management system is a very important area in the management system of any organization. If you don’t retain knowledge of mistakes and failures, you risk «to step on the same rake twice». If you do not retain knowledge of achievements and the ways to implement them, you risk not to achieve your goals next time. As for regular routine activities, the ones that have no fixed way of implementing them, no so-called technology, there is no guarantee of a stable quality result.

We, the entire group of companies employees, have a lot to retain and distribute, and I hope that everyone understands why. It’s vital to understand how. Our task is to turn Volga-Dnepr’s knowledge from being stored on «dusty shelves», in our heads and hard drives into «living» publicly available and constantly evolving knowledge.

So, the UIKS has to become the «golden key» to a magical country where knowledge is easily accessible, processes are performed without delays and with high quality, and customers and employees are happy and satisfied.

Another important point related to «putting knowledge into practice» is well represented in the statement attributed to Benjamin Franklin: “Tell me and I forget. Teach me and I remember. Involve me and I learn”, which shows how important it is for consolidating knowledge to go through the 3 main stages- heard, remembered, understood/ learnt. The stages directly correspond to the concept of qualification, which includes knowledge, skills and abilities.”



Nina Shevnina, *Head of HR department, VDTM:*

“Why is it important to share knowledge and experience? The knowledge transferred to a leader/ manager has a lot of advantages: the risk of making and/or repeating mistakes decreases, the speed and quality of task realization increases, as well as the motivation and involvement of subordinates and colleagues.

And for the leader there is an opportunity to gain new experience - to deal with other more complex and interesting tasks. That is the whole point of continuous development”.

Aleksey Soshnikov, *Deputy Head of Loading-Offloading complex development department, AMTES; Knowledge center expert:*

“In the work process, both managers and ordinary employees often have to solve various non-standard tasks. We spend our mental, time and other resources to solve them, we more or less succeed and continue to move forward, solving more and more new tasks. And so, as the time goes by, we realize that we are again faced with the task that we have previously solved. And

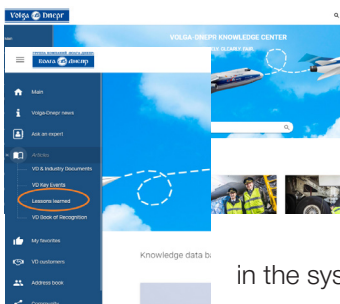
it often happens that we vaguely remember that a task like this has already been encountered, we remember how we solved it, but, alas, the information on the subject has been lost... And we have to spend time and resources again to find a solution, although if we had the necessary materials, everything could be solved much easier. If the information on the task is stored, it is often very interesting to analyze its solution in the past, to understand in the light of the past tense and development of technologies and communications, what wasn't done the best way and how it should be done now. That is why it is very important to save, record and systematize all the accumulated knowledge, lessons and share them".

So, how do you share your experience in Knowledge System?

Easy! Here's just one of the options: **km.volgadnopr.com** (it usually happens automatically, if that hasn't happened, your login and password are the same you enter for your work computer).

On the homepage in a drop-down list choose “Articles” / “Our lessons” / “Create”.

Then in the opened window describe your experience (situation, your and other people's actions, conclusions drawn and lessons learnt), fill in the blanks, choosing the process and the knowledge base, add tags (for your



colleagues to find the article), attach all the necessary materials and click on “Save”.

Ready! Just one click
and your experience is
in the system!

Easy, isn't it? As easy as to create a text in an ordinary text editor. Only now your lessons, advice, "the rake» you shouldn't step on, etc. will be available for your colleagues, who we are sure will appreciate your experience and knowledge and use them to solve their own tasks.

Give it a try!

Do you have any questions on how to use the system? Do you want to know about other ways of retaining and passing on the management experience? We are happy to help you:

– Anastasia Martynova, Head of Knowledge center
(int. tel. 2250),

– Yulia Tolmacheva , Technologist of Knowledge center (int. tel. 2592).

Lead Region: the winner has been determined!



The second annual Lead Region Contest winner has been determined! The contest united the whole Group of companies and proved we have so many talented and professional employees.

The final was really hot, both teams were primed for victory! The organizers prepared a quiz game with questions about the Company history and business processes, key milestones of 2019, locations of our offices, aircraft structure and many other things.

At the end, the winner of the Lead Region 2019 Contest is **UAE TEAM** who received the perpetual cup!

We congratulate the winner and thank all the participants for their positive mood, bright video materials and energy!

Studying at Knowledge System: interesting and easy

Where can we find materials from Corporate University classes, conferences and seminars?
In the Unified Information Knowledge System:
km.volga-dnepr.com!



Presentations, photographs, video recordings of internal and external speakers on a wide variety of topics, leadership workshops of “Volga-Dnepr” top managers and other materials - all this is available in the system!

How to find them?

Using the search bar. It is enough to enter “training materials” or, for example, “procurement school”. The system will give you all the results found. If you want to find what kind of videos are in the system, you can find it in the media library – it is like a corporate YouTube.



– “I like our Corporate Google! There you can find interesting and useful information.”

William Lian, Deputy Customer Service Manager, Beijing, ABC.

Welcome on board!

Another Corporate University “Welcome on board” course was held February, 6 in the Moscow office. The discussion centered around the company unique experience, values and strategy. The trainers were Natalya Plotnikova, deputy PM, «100 Leaders», and Ekaterina Furenkova, Head of Business Ethics and Internal Communications, VDM.



Share knowledge in a new format

The online venue of the third this year Leadership Week allowed the company managers and strategic management reservists (SMR) from the company offices across the world to share their knowledge and experience.

The participants saw themselves “through the eyes of the customer”, and together with the experts looked in the company “economic mirror”. They did several mainstream case studies on procurement and worked out specific proposals to help deal with service providers. They also shared secrets of how, despite high workload, to keep up with everything and even more!

The participants share their impressions:



Vasiliy Zhukov, Commercial Director, ATRAN:

“The whole Leadership Week in a new format was exciting! The most memorable two days were Wednesday and Friday. On Wednesday, a procurement educational program took place. We – the “future leaders” – were divided into groups. Together with the procurement experts we reviewed several relevant cases and developed proposals to protect the interests of the company. Our team analyzed the case with a major service provider, which has a strong negotiating position and uses it to agree on the most attractive payment terms (100% prepayment). As a result of fruitful work, amendments to the text of the agreement were formulated.



Friday began with the Leader workshop from S.I. Shklyanik. Live examples from one of the most experienced managers in our company made me reflect on the role of the manager (and leader), the price of his decisions, competition in business and vital leadership qualities.



Лидерская мастерская С.И. Шкляника

Leadership Week ended with a conversation with Boxberry CEO M. Artuganov, one of the representatives of the logistics community, developing solutions for the growing E-commerce market. The result of the meeting for me was the conclusion that one of the key knowledge is knowledge about customers, about changes in their preferences, criteria for choosing Volga-Dnepr services or competitors”.



Ekaterina Furenkova, Head of Business Ethics and Internal Communications, VDM:

“Thanks to the Corporate University and all the presenters. At Leadership Week, we considered financial and procurement issues which are very important now. There is a clear understanding of the current situation in the company. I would also like to thank Mr. Shklyanik for the Leadership workshop where he sincerely shared his managerial and personal experience. The main conclusion after this 4 day-training is that the only way to overcome any difficulties is to consolidate our efforts”



Anton Fedoseev, Deputy Head of Ground Operations, ABC:

"The most memorable for me was the Leaders workshop from S.I. Shklyanik. In simple terms and with examples from his life he told who the Leader as he sees it is and what qualities the Leader possesses".



George Shklyanik, sales department deputy head, VDA:

"I liked the new online format – it allowed us not to break away from the production process for the whole week. In addition, there was more group work – this gave the feeling that the company really needed the knowledge of the SMR participants. Direct interaction with top management of the company is also important in terms of a deeper understanding of the challenges facing the company".

In December, an intermediate reporting session for strategic management reservists was held – also in the video conference format. Participants presented their personal 2019 results to the company managers and experts and answered their questions.



New year with new healthy habits

In January, children of VD Gulf employees in Sharjah attended the first this year seminar of the unique Corporate University project «Entertainment Management for Kids and Adults».

The kids and their parents looked into what healthy habits were, learned how to help their body before they go to sleep, and shared tips on Healthy Plate. A.Isaykin told the children why it was so important for the company to take care of each employee and why health was one of the company key values. The attendees "got charged" with positive energy and came to realize that staying healthy brings some responsibility – caring about the planet and people around makes every one of us healthy in the bottoms of our hearts.

Developing teams

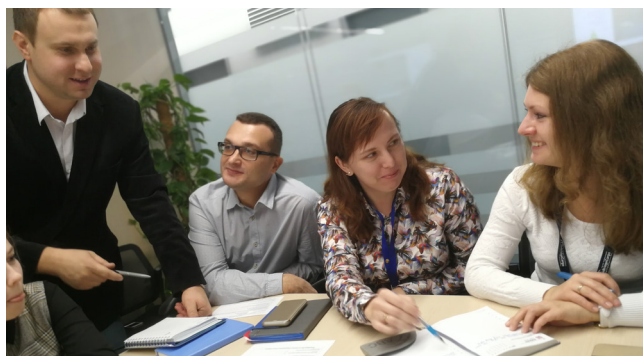
How to form a team dialogue? What is the role of a leader in a team? How to make brainstorming as effective as possible?

These are the questions members of the VDTM and ATRAN management teams were trying to answer the coaching sessions conducted by **Eleonora Surina**, Director Aviation Accident Prevention and Flight Safety Management, VDM. The sessions were held in Moscow in December and January.



*“The impressions are positive!” – shared **Dmitry Kuzminov**, Head of Aviation Security, ATRAN. – “The informal conversation with my colleagues in pairs was especially memorable. This game allows to learn more about your colleagues and tell about yourself. It is team building”.*

We know how to “draw” organizational models



What is the organizational model? How to feature it? And why should we start with “the tail»?

These are the questions operational management reservists were trying to answer at the seminar on Organizational Modeling conducted by **Galina Isaykina**, the head of the Corporate University.



*“I liked the seminar, especially the presentation” – **Julia Gordeeva**, Head of Compensation and Benefits, VDM, shares her impressions. – In a short time, the technology of forming an organizational model was succinctly and clearly presented. I remembered a practical exercise about a trip with friends*

to the country, an associative series of pictures in the presentation. There are many parallels with ordinary, “unofficial” life, where the same approach can be applied”.

*“I am very grateful for the effective use of training time,” – added **Anna Shvets**, Head of Niche Product Coordination Center, ABC. – “I received a theoretical justification and a practical form for some ideas that I instinctively always promoted in my work but did not have a scientific base. Now I have it. I would be glad to attend other seminars that are just as interesting and truly rich in practical and theoretical knowledge!”*



«Making Future Together!»

27th of January young specialists, the participants of the Corporate University project Volga-Dnepr New Generation had a meeting with Alexey Isaykin, the project principal.

Recent students but today's pilots, sales managers and Maintenance, Repair and Overhaul (MRO) specialists spoke about their achievements and challenges. A. Isaykin and senior managers-mentors on their part stressed the importance of ongoing learning, constant search for business opportunities, and willingness to respond to changes.

Participants' Impressions



Ayrat Khaertdinov, *second pilot, ABC:*
"The event consisted of two parts:

1) When all young specialists shared what each department needed to increase and improve professional skills. It was interesting to listen to the guys from various departments about their work, relations with customers, about maintenance.

2) Meeting with Alexey Ivanovich Isaykin. I outlined his thoughts and made a number of conclusions for myself. For example: in the modern global market you need to develop very quickly and adapt to its changes. It is also necessary to further engage in self-development and prepare yourself to perform complex tasks at the current stage. The impressions of the meeting are positive, I received a huge share of motivation. Thanks!"



Yan Popadyuk, *market analyst, VDA:*

"A similar meeting was last year, at the beginning of our journey. We were only trainees, and now it was interesting to meet again with the customer of the project in the status of an employee of the company. Alexey Ivanovich shared motivating and useful things. I believe that such meetings should be held at least once every six months, or once a quarter, so that company employees can meet and discuss the current situation in the market and in the company and respond to any changes on time".



Victor Samarin, *sales representative, VDA:*

"On January 26, I organized my first flight, it is symbolic that for the employee from the customer's company this flight was the last - he leaves the company, having worked for more than 25 years in air cargo sales (in different companies). I worried a lot and did everything so that the flight took place and went smoothly. We both had the motivation to do our best.

The meeting with Alexey Ivanovich Isaykin helped more to think about the fact that it is very important to exchange knowledge with colleagues both within our commercial service and with other services (cargo planning center, navigators, flight dispatch service, etc.)".





Best in Profession 2019: summed up!

For the 6th time the annual in-company contest of professional skills «The Best in the Profession» was held.

For better understanding of the business by all employees of the company and the development of professional cooperation the contest 2019 was aimed at the preservation and dissemination of professional knowledge. Contestants showed not only their professional skills, but also gained recognition as Volga-Dnepr Knowledge Center experts and mentors.

Also, as part of the competition, we held the “THANK YOU” campaign and received 300 responses from employees who sincerely thanked their colleagues for their professional excellence and their willingness to share knowledge.

So, the winners of the «Best in Profession 2019» contest

Nomination “Description of valuable experience”:

1st place: Elena Lakeeva, Lead Specialist, Currency Control, VDA

2nd place: Aleksandr Schipakin, Lead Specialist, HR and Labour Organization, AMTES

3rd place: Anastasia Luzhnova, Officer II - People Services, VD Gulf, and Emilyn Vergara, Officer III - Technical Procurement, VD Gulf

Nomination “Recognition by colleagues”

1st place - Kamil Khabibulin, Division Manager, Operational Procurement, VDM

The award ceremony will be held in March.





ANTON LOBANOV

General Cargo Transportation Specialist, ABC



NATALYA INOZEMTSEVA

Head of the group on settlements with accountable persons, VDA



ANTON ZYKOV

SharePoint administrator, ABC



Results of the Volga-Dnepr Festival of Talents 2019

Our online voting for the participants of the “Festival of Talents 2019” is now over!

We express our thanks to all “Festival of Talents” contestants for their active participation, their creative performances and works in a wide variety of areas: singing, playing musical instruments, painting, sculpture, needlework, and many others. Special thanks to all employees for their support - the participants received over 12 000 views in total! The voting is over but the employees continue to like participants' pages.

This “Festival of Talents” gave us a lot of positive emotions, creative power and voting excitement as the rating changed every day.

Based on the voting results the first prize goes to **Anton Lobanov**, *General Cargo Transportation Specialist, ABC*. He was supported by **66** voters. Anton is fond of playing the guitar.

The second prize goes to **Natalya Inozemtseva**, *Head of the group on settlements with accountable persons, VDA*. She was supported by **59** voters. Natalya creates souvenirs from polymer clay and other materials.

The third prize goes to **Anton Zykov**, *SharePoint administrator, ABC*. He paints in oils and in pencil. Anton received **50** votes.

Our congratulations to the winners and all success to the participants!

All the winners will be awarded this March!
Follow the news!

All the participants' works can be viewed in the Unified information knowledge system:





Leadership Marathon 2019: the winner has been determined

B In 2019 the «Leadership Marathon» was launched for managers and the management reserve of the Volga-Dnepr Group.

Participants - 66 managers and reservists from Volga-Dnepr global offices - performed a number of tasks over the year aimed at developing personnel management skills. Points were awarded for each completed task.

So, the winners of the «Leadership Marathon 2019»:

1st place - 582 points - **Anton Antonovich**, Head of Customer Support Center, VDA

2nd place - 501 points - **Oleg Omelyanenko**, Head of Inspectorate for Flight Safety and Accident Prevention, VDA

Congratulations to the winners!
The award will take place in March.

A word to the winners



Anton Antonovich:

"I'd love to say many thanks to the organizers of this project! It was truly interesting to take part in the Leadership Marathon! All you need is to start but then, surprisingly, you manage to find yourself totally involved in both gripping and useful for leadership development skills tasks. Hardly have you started when you realize you are eagerly fighting for prizes, looking for opportunities to develop and show your leadership qualities again and again. And, of course, the spirit of competition won't let you stop halfway!"



Oleg Omelyanenko:

"I didn't even notice how this Marathon overcame, just for the reason that participation in it did not distract from everyday activities. It was only necessary to record all the current results of our work and the work of our colleagues. This year, I'm sure that we will also easily overcome this marathon distance, knowing where and what can be improved in our current activities".

Learning inspires!

Monthly the Corporate University conducts educational events in quite various formats: seminars, trainings, business-sessions and professional conferences. At the same time our teachers are not just giving the participants the necessary knowledge, but also getting sincere positive feedback. Reviews on some of Corporate University classes read below.



Alexander Zubarev, *Sheremetyevo station manager, ABC*, about change management training (operational management reserve training program):

«The training was very useful, it helped me to re-evaluate my recent decision and actions in some situations, – shared– Looking at the situation from a different perspective I was able to come to the conclusions which would help me work more effectively in the future and avoid mistakes».



Denis Suslov, *Radio Operator, An-124-100, VDA*, about “Meet the Customer” seminar:

“It was useful to find out about our customers that I did not know about before. I liked the format of the seminar, which was held in a business and friendly atmosphere, in the form of live communication!”



Elena Lyasheva, *sales manager, VDA* about “Meet the Customer” seminar:

“First of all, I would like to note interesting presentations about customers. Employees learned that everyone’s work is important and beneficial. There were also informative interactive events - each employee was able to prove himself. The quiz seemed useful to me, it helped to refresh my knowledge and see that our colleagues are real professionals!”





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