

VD LEADERS

CORPORATE MAGAZINE



Meet the Customer!

Series of interactive seminars of
the Knowledge Center, p. 4

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Meet the Customer!

What customers do we work for?

Who are brokers, forwarders and principals?

And whom we have transported the largest number of cargo for?

In Moscow, the team of the Volga-Dnepr Knowledge Center conducted a series of interactive seminars where colleagues learned the answers to these and many other questions on our customers, about how the company benefits them.

The first seminars “Meet the Customer!” were held in March and June. The presentation part was performed by our company experts. **Ekaterina Furenkova**, *Lead ethics specialist* described more detailed information about the company’s values in bringing benefit to the customers. Further, **Aliya Fatkulova**, *Sales Specialist, Volga-Dnepr Airlines LLC (VDA)*, spoke about our customers in charter cargo operations; **Vasily Borychev**, *Deputy Commercial Director for Key Customers, AirBridgeCargo Airlines LLC(ABC)* – about our customers in regular cargo operations as well as **Petr Kirichenko**, *Deputy Commercial Director for Administrative Management, ABC*.

On accomplishment of the presentations, the speakers were engaged in group work, which enhanced better understanding of how the work of each employee contributes to the customer’s benefit.

A prize quiz was a pleasant outcome of the seminar with the souvenirs released by the Knowledge Center.



The participants share their impressions:



Victoria Kostyukevich, *Head of HR assessment and development division, ABC:*

– *The seminar is very interesting, and mainly it motivates to learn more and more about our customers. The organizers succeeded in creation of a positive and trusting atmosphere, where we were feeling like asking questions, clarifying and discussing the issues. The invited speakers do know firsthand about our customers, about the tasks that confronted our colleagues and the ways to solve them. That was absolutely exciting! As an employee – I am looking forward to keeping on acquaintance with new cases, as a specialist responsible for training – I am hoping for another repeated seminar and the opportunity for all concerned colleagues to participate and get to know our customers.*



Valeria Volkova, *Lead specialist on Aircraft certification, VDA:*

– *Our Group of companies – is just an ocean of opportunities for each of us, especially – in personal fulfilment. On such seminars we aren’t free just to learn something new but also interact with colleagues from different divisions, that mostly doesn’t happen in regular work activities.*



Dmitry Kuzminov, *Lead Specialist, Aviation Safety division, ATRAN:*

– *To my mind, this kind of seminar should be conducted more frequently and with a wider range of the Group’s staff engaged. Customers – are those people (companies, organizations), for whom we conscientiously work, do our best to bring benefit, share and gain knowledge. Therefore, each employee of our large team should know for whom and for what he does his job.*

Do you want to learn more about our customers? Join our seminars! Another Interactive seminars are continued!



Find all you need in one click!

In April, May and June in Moscow and Ulyanovsk offices of the company, a sort of Road Show was held of the Volga-Dnepr Knowledge Center – those were first interactive seminars in which employees were shown the facilities and benefits of the Unified Knowledge System (UKS) – km.volga-dnepr.com

As a reminder, the Knowledge Center (KC) was created to centralize knowledge that is advantageous and valuable to the customer. The Center is aimed at providing quick, accessible, and correct decisions on how our employees are expected to act so that the customer could benefit from it. A unified knowledge system is a platform that allows you to get quick access to the necessary knowledge.

The KC team arranged a virtual tour of this platform for the workshop participants. Due to a fascinating game with a quiz and pleasant prizes, all the participants managed to clearly see how the system helps to save time checking out typical consultations or finding the right information, and so on. Moreover, not only can one find knowledge and experience in UKS, but also share it: each user of the system is also an author who helps to replenish the company's knowledge bank.

The participants shared their impressions:



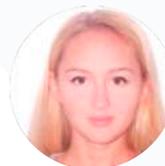
Anna Posokhina, Leading specialist in Quality and Administration, AMTES Ulyanovsk:

– Basically, UKS should become a corporate "Wikipedia" – i.e. a source where you can find an answer to any question. In addition, it will be possible to find an expert there who has experience in solving a problem one is struggling with. Thus, the system is focused on reducing the time spent by employees and providing the most accurate information. I hope it will continue developing in the future!



Anastasia Dubrovskaya, Leading quality specialist, VDM:

– In UKS you can find everything you need in one click!



Ksenia Svidan, Leading Specialist in Organizational Modeling, ABC:

– Talking about the seminar, I really liked the host – Elena Lebedeva. She is very easy to listen to, she manages to maintain the audience's attention perfectly, though it is usually difficult for me to concentrate on the speakers. It was also great to have a lot of interaction and practice. Regarding the system – it should be a great helper at work. Interface is user-friendly!

The Road Show of Knowledge Center will continue this summer. Follow the news!



Manager – is a profession!

In February, April and May in the company’s Moscow within the Manager School “TOP-Class”, the key school of Corporate University, a series of classes on the topic “Manager – is a profession”. The venue brought together more than 30 “Volga-Dnepr” managers and their successors, as well as participants of the strategic management reserve. The speaker of all three lectures was **Petr Schedrovitsky**, an expert and consultant on spatial development, regional and industrial policy, innovation and staff training.

The series of classes was launched by **Alexey Isaykin**, the Group President. He reminds that all those present are managers, this means, those who manage other people. Alexey Isaykin points out that it is of much importance for a leader to be able to transform “a crowd” into organization, something integral, that moves towards common goals, knitted by common rules and values. Speaking about basic value – labor as a process, bringing benefit to a customer, Alexey Isaykin notes: benefit may be brought by gaining knowledge, however not the knowledge itself but the one which solves a certain issue of a certain customer at concrete time.



Further, **Petr Schedrovitsky**, the guest speaker, shared the philosophy of managing labor and training. The videos of the lectures (into Russian only) are available in the Unified informational Knowledge System.



Lecture 1 – February, 8



Lecture 2 – April, 10



Lecture 3 – May, 15



The participants share their impressions:



Vitaly Andreev, e-commerce Director, ABC

– That was an excellent conversation giving many ideas for consideration. It relates to the evolution ideas on process and staff management and future tendencies in these areas. A person learned to manage the so called mechanical labor. The only aspect that remains unexplored nowadays is efficiency of human mentality and intellectual labor. Actually why this question came into my mind? Our daily activities are related to intellectual area where we work out ideas, search the ways out of problems to be better than our competitors. And today the only way to achieve success is to form unique solutions driven by the company intellectual resource, appropriate for the Customer.



Denis Kiselev, Head of the Customer Relations Department for Specialized Services:

– The seminar was interesting and nimble. The President's reasoning on the Group's values allowed me to make sure once again of their being logically correlated and being an integral component of our business. The invited speaker – P. Schedrovitsky shared exciting knowledge on management formation concept. The performing style of the information presented was fascinating. Time passed quickly in a pleasant in a pleasant atmosphere, so I would like to thank the company and organizers for the provided opportunity to visit such an event.





Volga-Dnepr
Leadership Marathon



“LEADERSHIP MARATHON 2019” IS GOING ON!

Dear Managers and Strategic Management
Reservists of Volga-Dnepr!
"Leadership marathon 2019" is going on!

If you would like to exercise and polish your leadership skills,
JOIN LEADERSHIP MARATHON 2019!

«Leadership Marathon» by numbers:



63 participants



111 tasks completed



Top-3 most popular tasks:

- Study, study and study again
- Volga-Dnepr-Thames
- Faster, higher, stronger



"I am very happy to participate in Leadership Marathon 2019. The contest is really great. Some of the task are very challenging, and some of the tasks are very heartwarming and interesting. It indeed tells me what a leader need and develops my leadership skills. Although daily work is very busy, I will do my best to finish the race. I wish more and more colleagues join it and enjoy it."

William Lian, Deputy Customer Service Manager, ABC

TO JOIN THE MARATHON: USE THE LINK, SIGN IN AND CLICK "I WANT TO PARTICIPATE!"

1. TO LOG IN, SELECT "CORPORATE" ON THE LEFT.
2. IN THE WINDOW THAT APPEARS INPUT DATA (DOMAIN, LOGIN DATA (NAME, SURNAME IN LATIN), YOUR COMPUTER PASSWORD)
3. IN NAVIGATION MENU SELECT "CONTESTS".
4. CLICK "VIEW CONTEST" TO READ THE MARATHON DESCRIPTION AND THE RULES.
5. CLICK "I WANT TO PARTICIPATE!"

The image displays five numbered screenshots from the Corporate University website.
1. The 'CORPORATE UNIVERSITY' header is visible, and the 'CORPORATE' button in the navigation bar is circled in orange.
2. A login form is shown with fields for Domain (VDM), Username (ivan.petrov), Your SU, and Password. The 'LOG IN' button is circled in orange.
3. The navigation menu is shown, with 'Contests' circled in orange.
4. A 'Leadership marathon' card is shown, with the 'VIEW CONTEST' button circled in orange.
5. The 'Leadership marathon' page is shown, with the 'I WANT TO PARTICIPATE' button circled in orange.

To take part in the event any Volga-Dnepr manager or reservist shall perform several tasks aimed at development of their personnel management skills.
Every task is scored.

The marathon winners will be recognized by the Group Senior managers and awarded with valuable prizes.

If you have any questions, feel free to contact:

- Galina Isaykina, Head of Corporate University (tel. 1116, galina.isaykina@volga-dnepr.com);

- Natalya Plotnikova, Deputy project "100 Leaders" Manager (tel. 1185, natalya.plotnikova@volga-dnepr.com);

- Ekaterina Kantalinskaya, Head of Managers' training center (tel. 1252; ekaterina.kantalinskaya-rodina@volga-dnepr.com)

Faithfully yours,
Corporate University





LEAD REGION

Dear friends!

You are welcome to participate in the Volga-Dnepr Group second annual contest "Lead Region"!



>50 employees from 5 regional teams participated in the contest in 2018: Russia, Europe, Asia, UAE, America.

>1300 comments and likes were left by colleagues across the world to support their regions.

It is worth reminding our last year contest winner – the Russian region.

Who will win this year depends on you!

To take part in the contest it is important:



To form a team!
Submit an application to a representative of your region.



To raise your knowledge about the Company and boost your creativity to successfully manage the contest tasks.



To initiate a support "wave" voting for a team, encouraging others.

Voting results and a verdict of the evaluation commission will leave two teams to qualify to the final and define the lead region of 2019.

Join the contest, show you talents and skills to represent you region to Volga-Dnepr big family!



The prize for the winning team is a flight on our board for each participant (+1) in any direction!



BEST IN PROFESSION 2019



High level of professionalism is creativity turned into profession!

For the 6th time starts the annual in-company contest of professional skill - «Best in Profession»!

For better understanding of the business by all employees of the company and the development of professional cooperation the contest 2019 is aimed at the preservation and dissemination of professional knowledge.

Contestants will have the opportunity to show not only their professional skills, but also to be recognized as Volga-Dnepr Knowledge center experts and mentors!

We invite you to take part in the contest!

since
2014

BEST in profession

85
winners

800
contest
participants



in **33**
nominations

JOIN THE TEAM OF THE BEST!

Contest task:

- Describing a key event
- Describing professional experience, a case
- Blogging in the expert community
- Doing case studies, proficiency test

If you have any questions, ask:

- Svetlana Zudina, Head of personnel assessment & development department (VDM) by phone 1329
- Tatyana Sokolova, leading corporate training specialist (CU VD) by phone 2609

Best regards,
Corporate University team

ABOUT
CONTEST

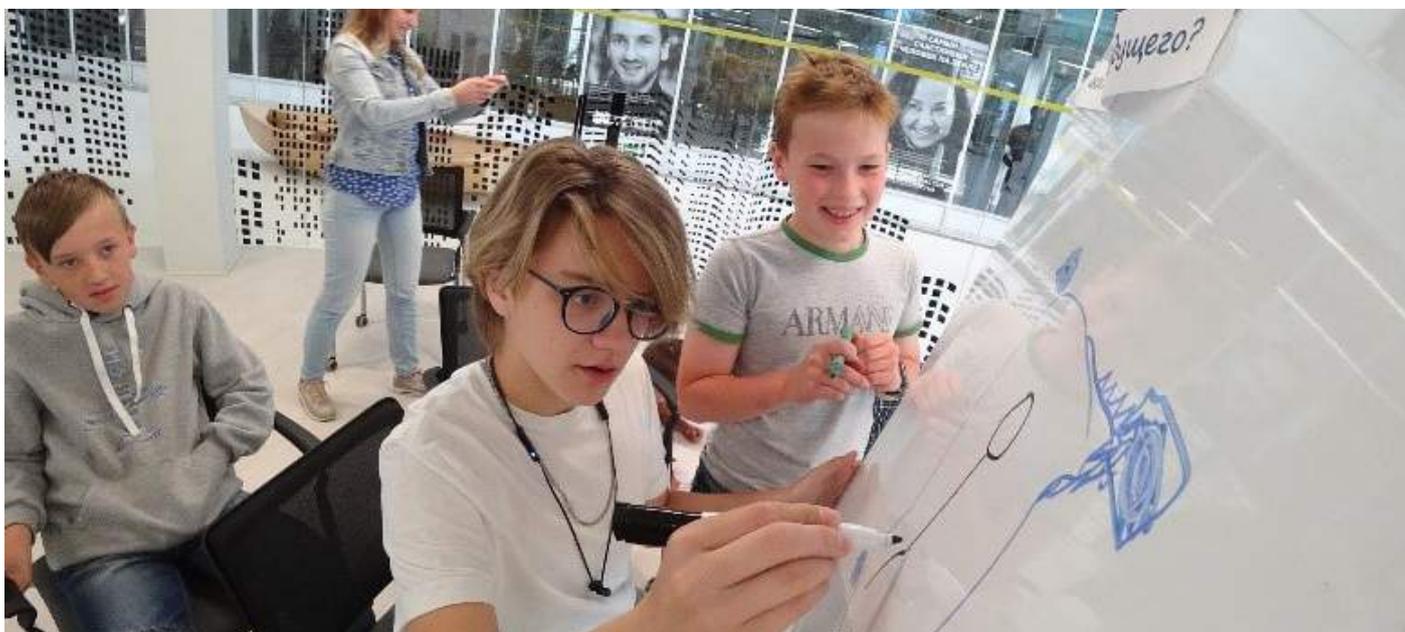


APPLY FOR THE
CONTEST



RECOMMEND A
COLLEAGUE





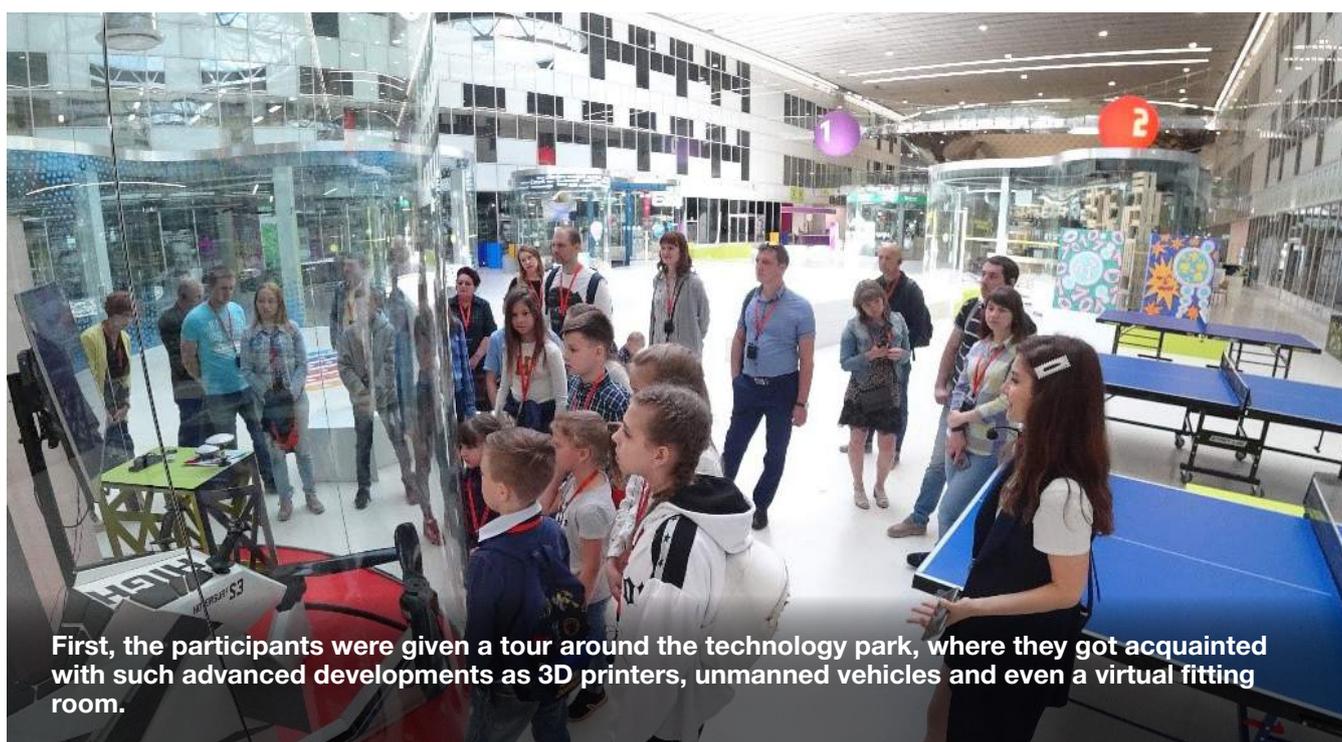
“When we become adults, we will come to work for Volga-Dnepr!”

A bright completion of the project school year “Entertaining management for Kids and Adults” was held on May, 18 at the Skolkovo Innovation Center. The children didn’t not just sum up and share their impressions, but also got acquainted with the advanced drafts by scientists and entrepreneurs.

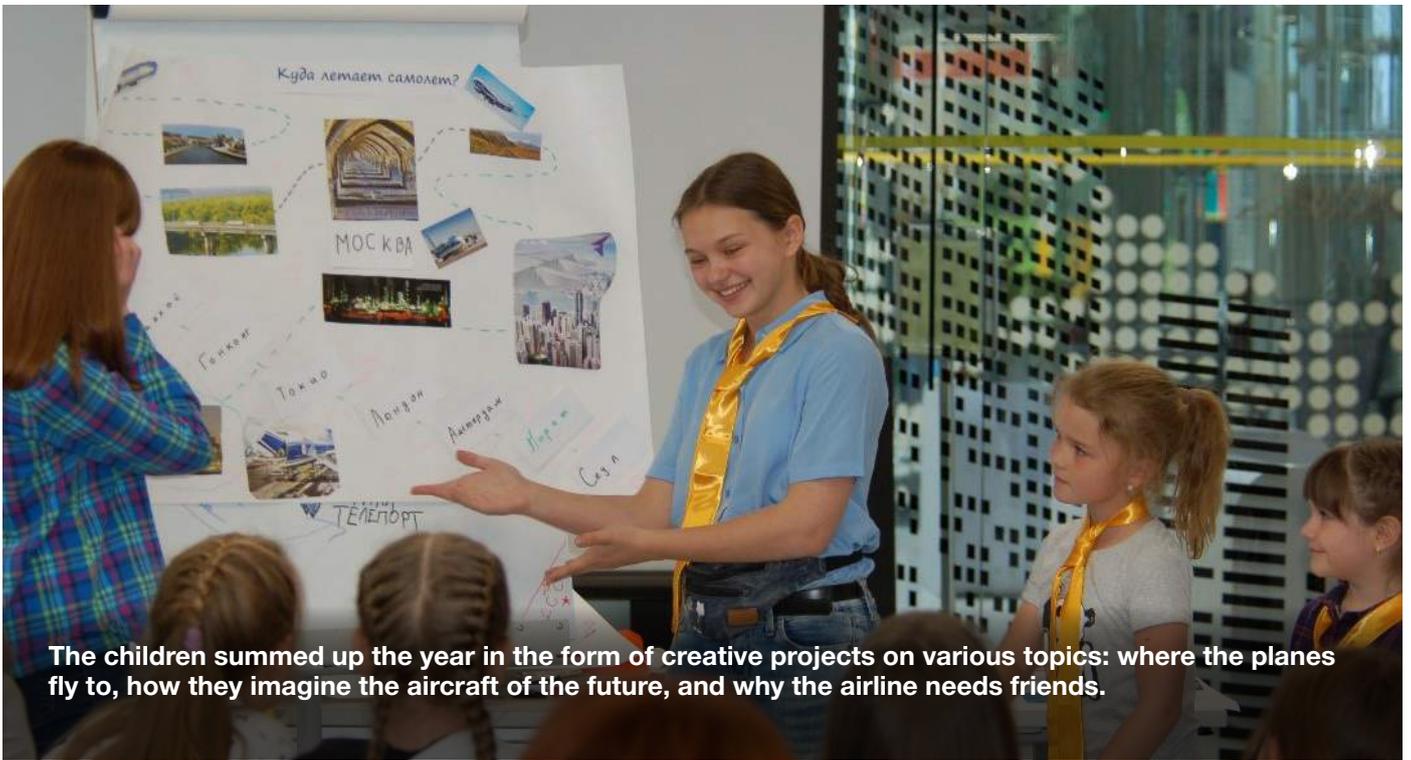
Throughout the year our participants have been acquainted with our customers, various industries and types of cargo transported by our company.

What have they remembered most? Here are some answers.

- *The school year was full of fun not like it is at school, – shares Arina.*
- *We have learned much! When we get grown-ups, probably, will come to “Volga-Dnepr”, will be aware of much!*
- *There were plenty of interesting topics, for example, I really remember the lesson on e-commerce at the warehouse for internet-stores delivery, - adds Egor.*
- *This year I learnt how the dangerous goods and sea animals are delivered! – notes Stepan.*



First, the participants were given a tour around the technology park, where they got acquainted with such advanced developments as 3D printers, unmanned vehicles and even a virtual fitting room.



The children summed up the year in the form of creative projects on various topics: where the planes fly to, how they imagine the aircraft of the future, and why the airline needs friends.



On accomplishment of the projects presentation, the participants followed to the festival green lawn, where they plunged into the spaces of future professions and innovations.



On the lawn the children were able to meet interactive exhibitions, master classes, fascinating experiments conducted in the chemical and physical laboratories. Also, the children explored the aircrafts and even launched a test prototype.



Most vivid and memorable moments of the final lesson watch in the following video

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.

Teaming up the engineers

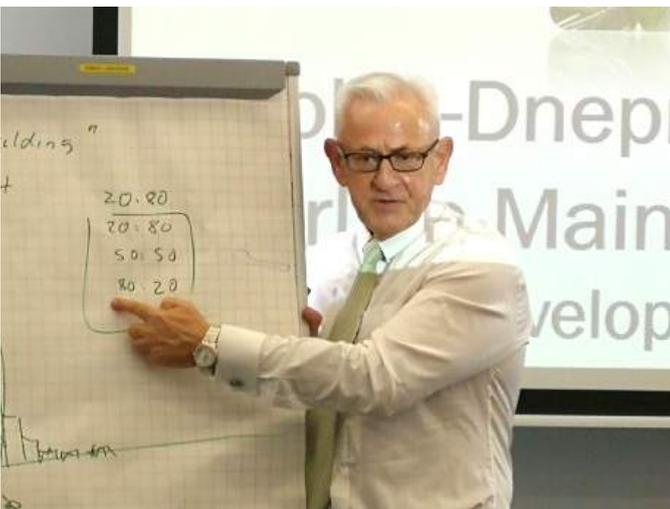
On March, 11 Moscow office of our company was a common platform for more than 20 Volga-Dnepr managers and successors on the function of aircraft airworthiness and maintenance. The leader workshop on maintenance management in the airline was conducted by **Uwe Jacob**, *Managing Director, AMTES*. Uwe recalled of the basic principles of maintenance organization as well as took a detailed look at all the components of this process.



– I'm pleased of organization, – shares **Ayrat Gilmutdinov**, *Commercial Director, VD Gulf*, – Uwe presented the material in an interesting way: less theory – more practice, he possesses excellent public speaking skills and working with the audience skills!



– Having huge experience, Uwe enriched our knowledge, – adds **Said Alkailani**, *Senior Engineer, Aircraft Maintenance, VD Gulf*. – Also the speeches by Alexey Isaykin, the Group president, and Mikhail Khoroshaev, Executive president, VDT, were much inspiring. Moreover, the seminar provided us a great opportunity to meet all our colleagues from different structural units.



Training younger generation!

A new project of the Corporate University – A new generation of the International Group of cargo airlines – is ongoing!

12 maintenance specialists have almost completed the training program and have been trained on the ramp. In April in Moscow and Ulyanovsk another 16 people – candidates to commercial, financial and legal departments started training.

They are currently being trained by the company's best experts and in May they met the Top Managers, who answered the relevant questions as well as expressed inspiring parting words!



– You are the future of our company! – **Sergey Shklyanik**, *Senior Vice-president* addressed the project participants. – We rely on you and ready to share our knowledge. Wishing you success, achievement of all your goals, as well as the desire to do more for the company than we have done. I am sure you will succeed!



Developing strategic vision!

The first in this year training of the operational management reserve school was conducted on April 11, in Moscow and was devoted to a strategic vision. Anastasia Martynova, Head of Volga-Dnepr Group Knowledge Center was the trainer. Participants – more than 30 managers and Lead specialists from VDM, ABC, ATRAN and VDTM – were developing the ability to foresee the future, painting the “rich picture” of the present, solving business cases and making the impossible possible!



– It was interesting to see the new faces in the reserve, to get acquainted with them, to get to know the current issues of businesses and their vision, – notes **Darya Bogatenko**, Lead economist, HR, VDM. – Being a

member of Managing company team, this exactly seems to be the most useful, catchy and applicable for work in future. After all, we work to benefit customers and speak the same language with internal customers – these are excellent background for building up appropriate work of the Managing company and achieving success in working with external customers.

– The class was extraordinary, interesting and informative! – adds **Maria Volkova**, Lead specialist, Flight Department, ATRAN – Instead of “theory” that was supposed to be heard, there was much practice which allowed us to sort out new methods, assimilate and remember them in context.



Working with a group through facilitation!

On May, 17 within the In-Company Trainer School a training by Vladislava Drudko was conducted on the subject of professional organization of group working process – facilitation.

– I appreciate the training! – shares impressions **Kseniya Streltsova**, specialist on products and services development, ABC. – I was especially impressed by the coach – Vladislava. I was just feeling her deep experience of a coach, extensive knowledge in many areas. Vivid and catchy examples helped to comprehend the information easily. I loved that we were searching the answers for many questions ourselves while collective discussions and this contributed also to better assimilation and understanding.





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