

# VD LEADERS

CORPORATE MAGAZINE



## ONE VOLGA-DNEPR: towards new opportunities!

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# One-click knowledge

Unified Information Knowledge System [km.volga-dnepr.com](http://km.volga-dnepr.com) – is a unifying platform that allows each employee of our company to get quick access to the necessary knowledge.

Documents, materials, knowledge bases on management and business processes, articles, experts, corporate services - all this and much more is available in the Unified Information Knowledge System. You can take advantage of the company's experience: solutions that allowed to bring maximum benefit to the customer, to study «the rake» that we stepped on, as well as “google” and find the right document, template, presentation, video or person.

We asked our colleagues to share their examples of how the knowledge accumulated in the Unified Information Knowledge System has helped them in their work. Here are some of the answers.



**Eleonora Surina**, Director, Accident prevention and flight safety management Department, VDM:

*«During one of the audits, the auditors had legal questions about whether airlines and airports*

*were obliged to comply with ICAO requirements or whether they could only «live» by the standards of their own country.*

*The auditor did not listen to our answers. Then we entered the Unified Information Knowledge System, found a training course on Aviation Law from our experts, where full materials with examples and real documents were presented. This was enough for the auditor, we successfully passed the audit.»*



**George Shklyanik**, Head of logistics support department, VDA:

*«I have repeatedly encountered a search for all kinds of information about the company's*

*activities. Preparing for presentations, studying the possibilities*



*of the company or searching for the results of the work already done by the company - it all came down to finding the right person who can know or remember something. And, as it happens, the right person was definitely unavailable. With Unified Information Knowledge System, finding the right information became easier, quicker and more predictable. It took me literally a few minutes to find strategic management solutions. I do not know how I would have looked for them «in the old fashioned way» in the mode of general self-isolation!»*

Also [km.volga-dnepr.com](http://km.volga-dnepr.com) is a place where you can not only find knowledge and experience, but also share it: each user can become an author adding his knowledge to «the piggy bank» of company's experience. How to do that? It's easy!

Login: [km.volga-dnepr.com](http://km.volga-dnepr.com) com (usually login is automatic, if not, your login and password are the same as when you log on to your work computer).

On the home page select «Articles» / «Our lessons» / «Create» from the drop-down list.

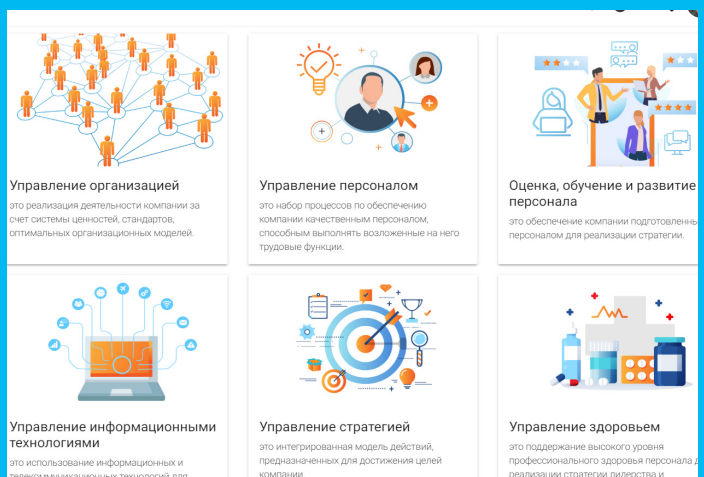
Then in the window that opens you describe your experience (situation, actions of your own and other people, conclusions and lessons learnt), fill in the fields, choosing the process and knowledge base, add tags (to make it easier for colleagues to find your experience), attach all necessary materials and click «Save».

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

For your convenience, all accumulated knowledge on the main page of the Unified Information Knowledge System is distributed by management and business processes.

For example, in the knowledge base [“Charter Cargo Operations”](#) you can find a description of the market and services for CCO, information about the VDA fleet.

Up-to-date information on the coronavirus situation, a full overview of the Volga-Dnepr news, useful materials from our doctors and contacts - all these are collected in a special tab of the knowledge base «Health Management».



**Konstantin Vekshin**, Executive president, CCO:



«We are witnessing a very interesting time. On the other hand, we are emotionally experiencing what is going on now. But in terms of cargo aviation, this is the time of cargo aviation. Absolutely all of the Group airlines are observing a growing demand. Basically, we are in the “sold-out” condition with a good margin for about a month. Nomenclature is clear – this is cargo which is intended to protect people from and to respond to coronavirus. On the one hand, these are, certainly, masks and all kinds of treatment materials (sanitizers, etc.); on the other hand, this is serious equipment, such as ventilators. In response to the current market situation, we have a different picture of business, certain transformation has occurred. So, scheduled cargo services have actually in many respects transformed into charter services. Geography of our services is still tied to China, and the largest demand is on the China-Europe destination, and partly Russia. We are helping a lot the Russian Government and Russian customers now. We have a lot of interesting work now and we see that dynamics is changing following the peak of coronavirus. Before, when coronavirus was in China, Europe was on standby. Now that Europe has reached the peak, the focus of cargo services has moved there. North America is likely to follow the same scenario. The same are focal demands in Latin America and South America. There is a reason to believe that India is going to become a market for such kind of cargo services in the nearest future. The main thing in our work now is to protect health of our personnel working on the front line. We provide the required amount of personal protective means for all of our pilots and ground personnel. Our uninterrupted work depends on how well we protect our employees. Aircraft disinfection is performed now on a regular basis. We wish that those additional procedures we are using now become industry standards. We would like to remain the leader in this process and to state and legalize those procedures at ICAO level. We know what we do and we are ready to share our knowledge».

Corporate University strategic project «Industry Knowledge Center»

# One step closer to customers

## We continue the series of VDG Knowledge center online seminars about our customers.

Our speakers - those who interact directly with customers - tell employees in a fascinating format about the companies to which Volga-Dnepr provides its services, the specific requirements and work with each particular customer, as well as share the most interesting cases from their practice and answer questions. Videos of the seminars are available in the Unified Information Knowledge System [here](#).

### The participants share their impressions:



**Viktoriya Kostyukevich**, Head of assessment and talent development department, 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!»



**Denis Suslov**, Radio Operator, AN-124-100, VDA:

«It was useful to learn about our customers that I didn't 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!»

**Dmitriy Kulish**, Global Director, Dangerous / Vulnerable Goods, ABC, and **Alina Grigoruk**, Head of Global Key Accounts, ABC, will tell about the client of our customers (forwarders) - Apple Corporation.



How does pandemic affect cargo transportation? What's about upcoming plans? About this and much more - [in this video](#).

**Artemiy Ivanovskiy**, Regional Sales Manager, VD Gulf, and **Elena Lyasheva**, Sales Manager, MEA, VDA, will present our customers in



UAE Region Maximus and ISRO. You will also learn how Volga-Dnepr helped accompany the sheikh for a top-level visit, transporting Mercedes cars and equipment; how our company transported home trailers, humanitarian cargo and the famous popemobile. Watch the video [here](#).

**Stuart Smith**, Global Director Humanitarian, VD UK, will introduce you to our customers **Medecins Sans Frontiers** (Humanitarian Sector) и **Air Caraibes**



(Aerospace sector). You will also learn how Volga-Dnepr reacts to the current situation in the world, what difficulties/opportunities appear on the air cargo market. Watch the video [here](#).

## How the satellite was being transported

Our company's knowledge has been enriched with valuable experience and lessons learned new key events already in the single information knowledge system.

Would you like to know how Volga-Dnepr transported a satellite from Nice (France) to Cayenne (French Guiana) in late 2019? A new satellite container which was manufactured jointly with Volga-Dnepr specialists was used for this transportation for the first time. What kind of problems did the company face? What lessons have been learned?

«In 2016 ThalesAlenia Space (through a brokerage company Bolloré Logistics) approached VD company to jointly manufacture a satellite container for subsequent transportation of spacecraft. The new spacecraft container was designed to be larger than any previously available space container...»

[Read on](#)



Corporate University strategic project «100 new generation leaders to implement the strategy»

## Leadership workshop by Tatyana Arslanova

This March Corporate university launched a new online venue for all the company employees – «Open leadership workshop».

Our first speaker is Tatyana Arslanova, Executive Operation Officer.

What tasks do we need to focus our forces on? What opportunities does the company see in the current situation in the world?

All this and much more – [in the video](#).



## Is your management professional?

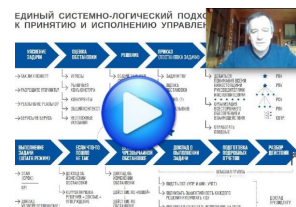
In April, seminars on management discipline were held for the participants of the operational management reserve. The teachers were Anatoly Ermolin, Deputy Managing Director, VDM, and Anastasia Martynova, Head of the Knowledge Center.

Management discipline is the conscious performance by each manager of their job duties and the implementation of both their own decisions and those made at a higher level of management.

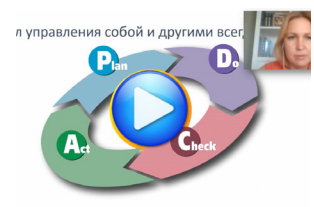
What is right and wrong with management discipline in

the company? What can be changed?

The answers to these and many other questions were sought by the participants of the seminars.



[Part 1. \(russian only\)](#)



[Part 2. \(russian only\)](#)

## Expanding management tools!

In April, an open seminar «Coaching as a Manager's Tool» was held at a single online platform of the Corporate University, taught by Galina Isaikina, Director of Corporate Education Department and certified coach (Erikson International Institute).

What is the Dilts Pyramid? What is its secret and how to work with it? How do you adjust yourself to the result and free the way to the goal? And how do you get your employees involved? The participants - almost 200 employees from different business units of VD company - not only learned the answers to these and other questions, but also expanded their management background with new coaching tools.

The participants of the seminar share their impressions



**Julia Gordeeva**, Head of Compensation and Benefits, VDM: «One of the most important topics for personal development was touched upon - the Dilts logic level pyramid, which teaches «to think about how we think».

I would like to note an interesting presentation of the material with provocative questions about coaching, prompting to understand the nuances of this tool. I liked the seminar very much, and there is a need to continue studying this topic».



**Alexander Prokofyev**, Head of Loadplanning Department, VDA: «It was quite interesting to learn about the Gullup Institute research. I'd like to know more about that kind of research».

The video of the seminar is available [here](#). (into Russian)

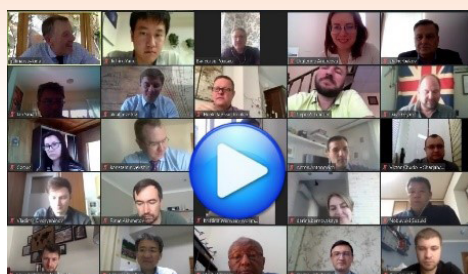


# ONE VOLGA-DNEPR: towards new opportunities!

The Corporate University has launched a series of open seminars «ONE VOLGA-DNEPR: towards new opportunities» – common venues for all the company employees' learning and communication.

The seminars help us:

- maintain a common information field within the company for better understanding of the current situation, ongoing changes and priorities;
- gain the knowledge and skills needed in a remote work format;
- feel we are all part of a great team even being isolated.



The first seminar took place on April 9 and was dedicated to the topic “Antivirus work and health”. Employees learned firsthand what

the company is doing in the current situation to ensure the safety and health of its employees and their families, customers and business as a whole, and how to stay healthy in the current situation.

The video is available in the Unified Information Knowledge System [here](#).



The second seminar took place on April 21. Employees learned firsthand how CCO business transforms into a

Global Rescue company; how to tune in to the right type of business relations and what IT tools can help us work more efficiently.

The video is available [here](#).

«I find it is an excellent tool to quickly pick up all participants and show them the new direction we are pointing to, so each one of us can do the necessary adjustments. Congratulations on these seminars, keep them up!»

Martin Kohnke, Operations Manager Pharma Europe, ABC.

The third seminar took place on May 6. Tatyana Arslanova, Executive Operating Officer, and Fedor



Novikov, Marketing Director, talked in detail about the Volga-Dnepr Antivirus Marketing Strategy. What are the main priorities

of the company during the COVID-19 pandemic and its consequences? Why is it important for each of us to contribute to the implementation of the strategy? About all these and much more - [in the video](#).

## Creating a value proposition

Corporate University online venue allowed Volga-Dnepr Technics (VDT) managers from Moscow, Sharjah, Leipzig and Ulyanovsk to discuss their customer needs and work on a company value proposition to boost competitive advantages of VDT services.

«The seminar was incredibly useful!» shared the participants. “Our special gratitude to Kirubel Tegene, who presented the topic of MRO quality and company value proposition in a clear, practical and inspiring way!»

The video of Kirubel's presentation is available [here](#).



# Ready for Challenges!

**The Corporate University project – Volga-Dnepr New Generation – is making much headway!**

**Recent students but today's pilots, sales managers and MRO specialists became part of a friendly "Volga-Dnepr" team. We asked the guys to share their achievements and challenges that they faced.**



**Artem Teplov**, Sales Executive, ATRAN:

*– I would like to talk about two charter flights, in the organization of which I took part:*

1) We faced a difficult task – to transport two horses: one – from Mineralnye Vody to Dubai, the second – back from Dubai to Mineralnye Vody (the horse was returning to a well-deserved "pension" in Russia). The difficulty was that the stall (in which these horses were to be transported) was in Europe, and it was necessary to come up with a way to deliver the stall to Mineralnye Vody and back. It was agreed with the customer that we will send this stall on our regular flight from Cologne to Vnukovo, and then from Vnukovo it will fly to Mineralnye Vody in a separate charter. After long negotiations and careful study of the flight, it was successfully completed.



2) Charter Moscow-Salekhard-Novy Urengoy. The complexity of this transportation was that there were difficulties with unloading the cargo at the destination airports, because it had to be dismantled from the pallet directly under the side. Thanks to consolidation with customers, we, together with the transportation organization service, managed to complete the flight, and the customer was satisfied.



**Victor Samarin**, Sales representative, VDA:

*– January 26, I organized my first Milan-Cote d'Ivoire 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 sales of air cargo (in different companies). I worried a lot and did everything so that the flight took place and was successful. We both had the motivation to do our best. It was not easy – this flight was immediately after another inside Africa and depended heavily on it.*

**Elena Lyasheva**, Sales representative, VDA:

*– As part of the "Volga-Dnepr New Generation" program, I had the opportunity to visit one of the largest exhibitions in the UAE region – Breakbulk Middle East 2020. My colleagues and I represented our company, talked with existing and potential customers, and discussed further cooperation in the long term. It was a big experience for me, as a young specialist. Also, during my trip to VD Gulf, my mentor Artemy Ivanovsky and I sold 2 flights from Pakistan to the UAE for Maximus Air Cargo. These were flights with cars and corresponding cargo to accompany the Sheikh's visit at the highest level.*

**The young specialists in their reviews praised the contribution and help of their mentors.**

**Follow the news!**





# CARE is OUR VALUE IN DIFFICULT 19 times



Volga  Dnepr

 ATRAN

 AIRBRIDGECARGO

## WORK, SPORT AND REST IN THE COVID-19 ENVIRONMENT

During these challenging times, we asked our colleagues from different regions of the world to share their «life hacks» - useful tips for work, sport and rest in the context of the pandemic.



**Andrey Andreev**, Vice-President Europe, ABC, Germany:

«1) Plan the day and try to stick to it as much as possible.

2) Check your mail 3 times a day. If there's an emergency, people have learned to call again. It turns out that the phone isn't just for Youtube.

3) Keep your sports equipment not far from the workplace. If you get up and go to the fridge, exercise on the bar first.

4) I haven't tried it yet, but I would like to: «go to work» every morning and «go home» every evening. 20-30 minute walk twice a day. Of course, if the area and the law allow...

5) MS Teams is a great tool to help you organize meetings quickly and check who's at the workplace at the same time.»



**Konstantin Tarashkin**, Deputy Flight Director for Certification and Standards, ABC, Russia:

- I want to advise you not to forget Carnegie's slogan in this situation - «You should always try to make lemonade out of any lemon».

Remote work from home allows you to organize your working time more efficiently, as there is no need to commute every day.

Saved «road» time (which in my case is about three hours a day) I use for self-education and additional physical exercises.

*Working from home, we have the opportunity to devote time to our loved ones, without compromising the workflow. Our family members unwittingly begin to feel part of our team and better understand the specifics and characteristics of our work.*



**Niklas Breitmeyer**, LRG Coordinator EU

- Heavy and Outsized Cargo EU, ABC, Germany:

– Working from home and the lack of social interaction due to the global situation with COVID-19 can easily overshadow positive aspects in life. It can happen that you are demotivated because of it, feel like you are «thrown out» of your usual environment or you see that personal plans become unfeasible. But the advantages and benefits of this situation have become as unexpected for me as the limitations. My approach to overcoming the loss of habit is not to concentrate all my strength on fighting to keep the old habits, but on forming the inevitable new. This period of transformation is a chance to set new standards and goals for both business and for myself. In order to achieve the new goals, I recommend the concept of «time-blocking» and the «Ivy Lee method». It may take courage to get away from routine, but after all this COVID situation, a new type of «the normal» will appear, to which it will be difficult to adapt. And you need to learn how to be more effective. I recommend that you make the most of your personal time. You may finally find it useful to spend the time that you normally spend in traffic. You can read a book that you bought last year, develop your talents, invest your time in education or engage in a craft.



All this can have a positive effect on your productivity at work, give you confidence in your own abilities in any aspect of life.



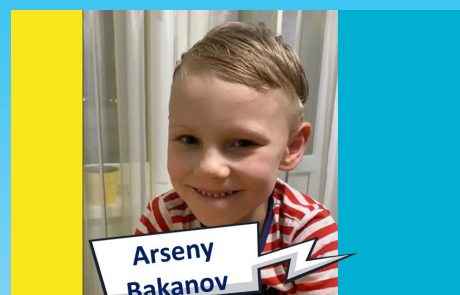
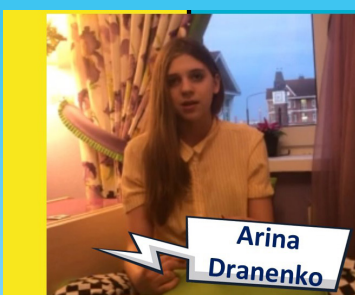
**William Lian**, Deputy Customer Service Manager-PEK, ABC, China:  
– All Chinese New Year celebrations have been cancelled. Before going back to the office, I spent two weeks at home with my family. But it was the most memorable period in 15 years, as I had never stayed with my family for so long. Working during COVID-19 was quite usual for me, as I had been practicing remote work for 5 years. I also shared some ideas with my colleagues to help them work more

efficiently while staying home. During COVID-19 most of the usual procedures do not work. We need much more time to agree on the most basic thing. Fortunately, we were able to get back on track and work again as a team, primarily thanks to my manager Caroline Wu, who spent a lot of time «organizing the chaos». Our company is adjusting to the new working environment. We can feel the change every day, and we will keep up with it.

News from our super heroes

## «Kind Tales about Wings»: the winners!

We are happy to present our SUPER HEROES – the winners of the contest “KIND TALES ABOUT WINGS”. Links to see the stories created by the winners are [here](#).

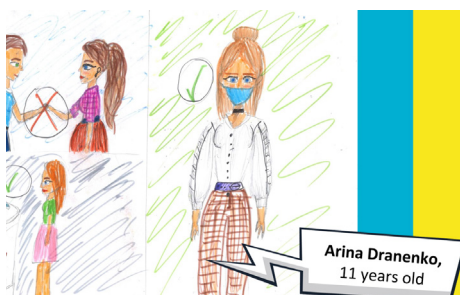
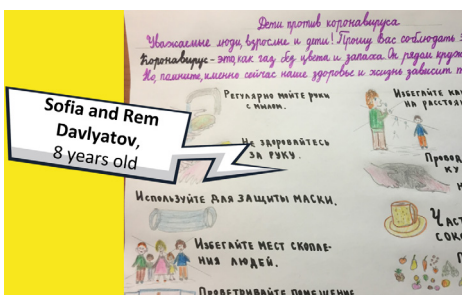
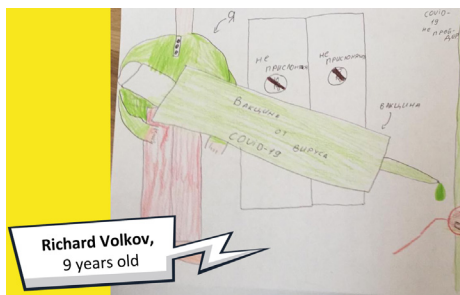




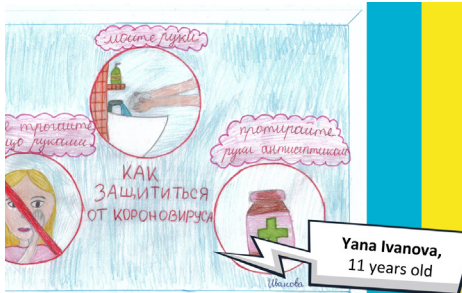
# Children vs. Virus: the winners!



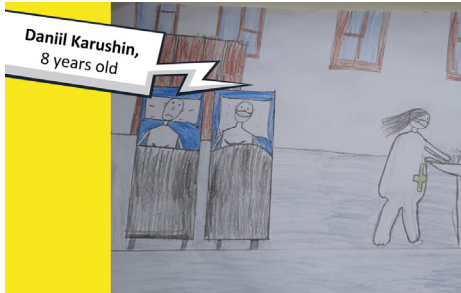
We are happy to present our SUPER HEROES – contest participants, who revealed their bravery and creativity to fight the viruses! Children's drawings are available [here](#).







Yana Ivanova, 11 years old



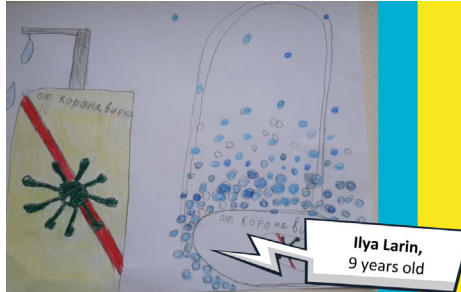
Daniil Karushin, 8 years old



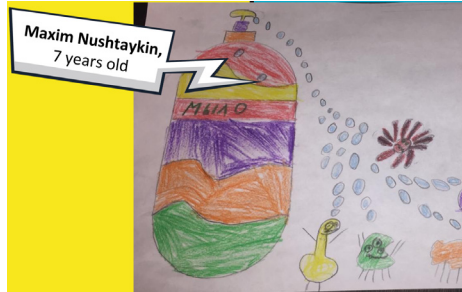
Kira Kulygina, 6 years old



Nika Kulygina, 8 years old



Ilya Larin, 9 years old



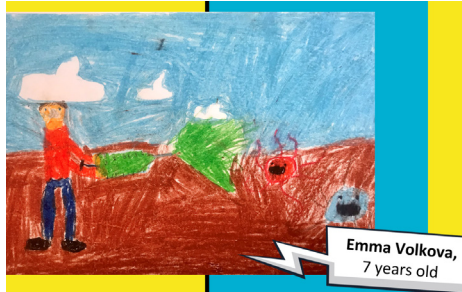
Maxim Nushtaykin, 7 years old



Victoria Silantyeva, 8 years old



Rodion Shevtsov, 8 years old



Emma Volkova, 7 years old



Tonya Lyvova, 7 years old



Liza Baranova, 7 years old



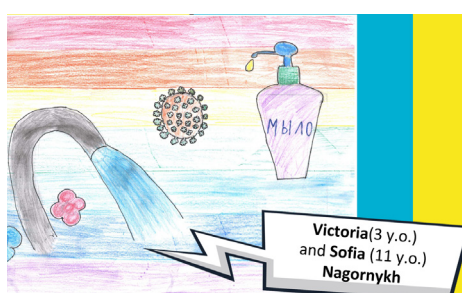
Kostya Baranov, 10 years old



Milena Denisenko, 10 years old



Polina Manuylova, 13 years old



Victoria(3 y.o.) and Sofia (11 y.o.) Nagornykh



Dinara Vishnyakova, 12 years old



Lilia Kolesnikova, 12 years old



Varya Mochalina, 7 years old





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