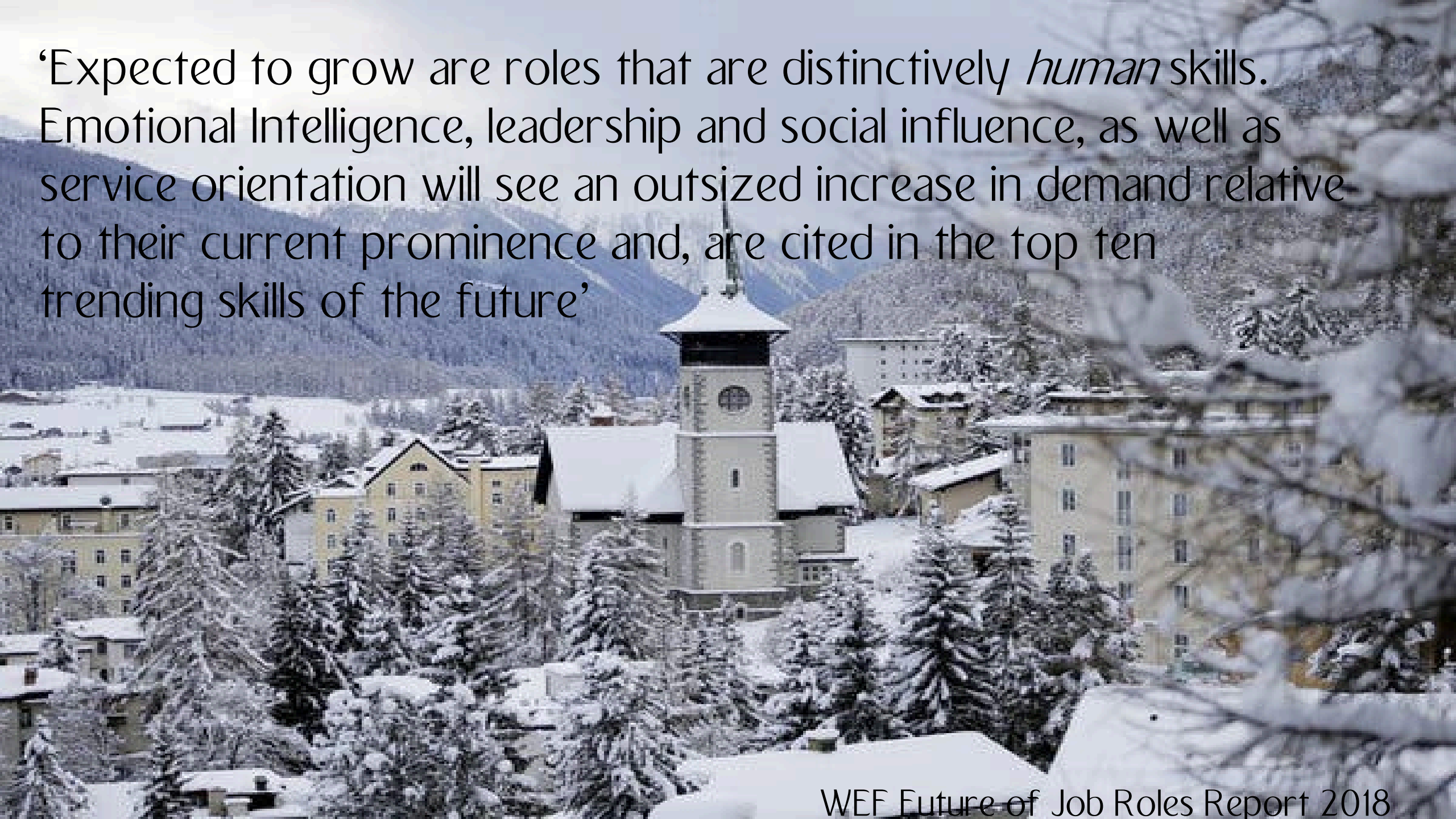




Catherine Baird

Senior Vice President Cabin Crew Training – Emirates

A scenic view of a snowy mountain town. In the center, a tall, light-colored stone church tower with a dark roof and a small spire stands out. The town is built on a hillside, with numerous buildings featuring snow-covered roofs. The foreground is filled with snow-laden evergreen trees, and the background shows more snow-covered mountains under a clear sky.

‘Expected to grow are roles that are distinctively *human* skills. Emotional Intelligence, leadership and social influence, as well as service orientation will see an outsized increase in demand relative to their current prominence and, are cited in the top ten trending skills of the future’



Lessons from
the Boss.....

Leading at Altitude





Aircraft: 271

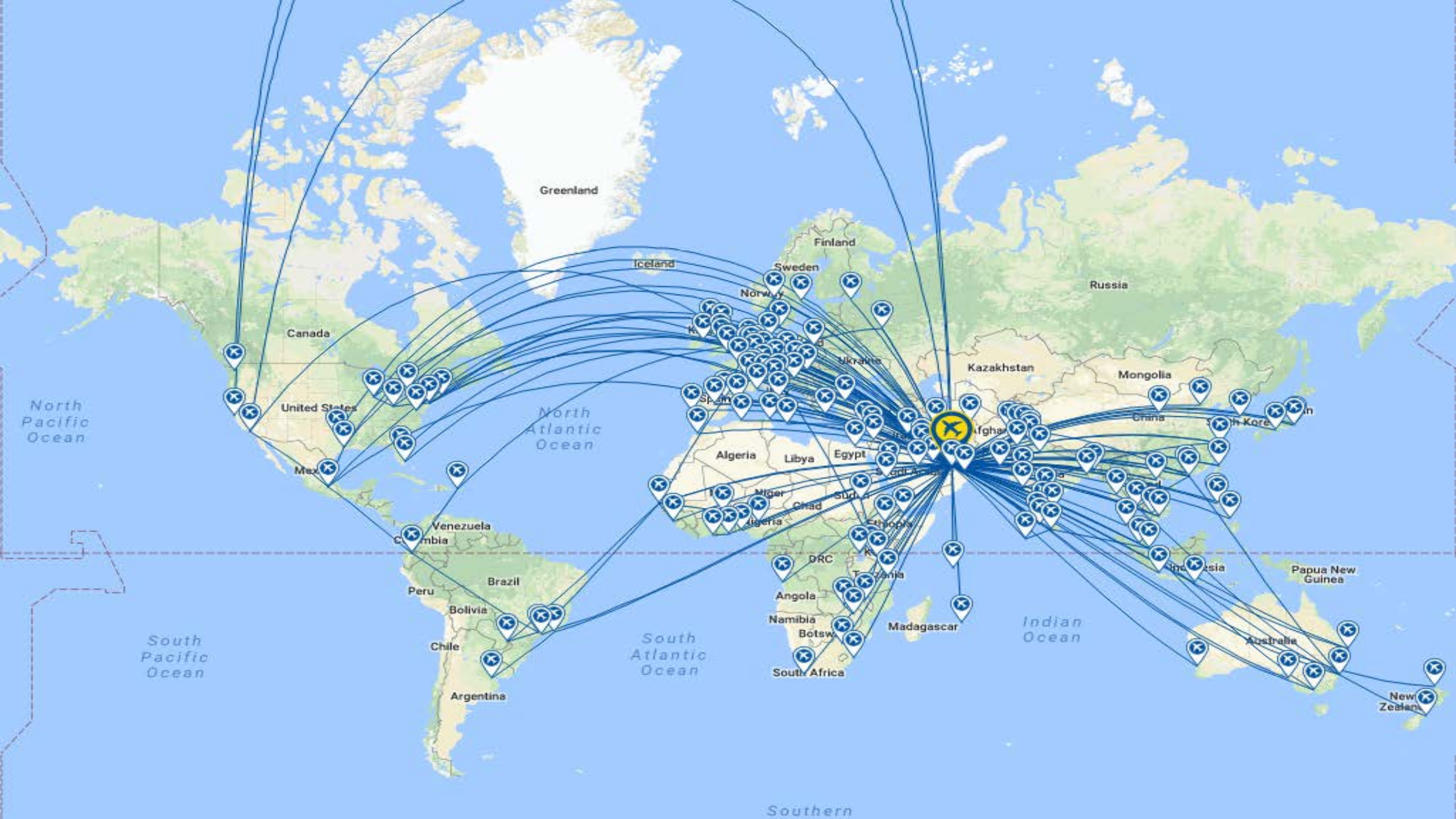
Destinations: 158 in 84 countries

Customers 2018–2019: 58.6 million

520 arrivals/departures per day

250,000 meals daily

Over 5 m bottles of wine/year





Who are we?



Nationalities: 141
Languages: 61
Total Crew: 22,000
Cabin Supervisors: 2,793
Pursers: 1,306



To deliver the world's best inflight
experience

The world's best cabin crew training **experience**



Service Values:

Personal Considerate Thorough Pioneering Cosmopolitan

PASSION LED US HERE



Leading at Altitude: the context



Leading Service EKcellence 1



Leading Service EKcellence 1

- Large scale development centre mapped to competency framework
- Performance assessment on the day as well as guidance and support for development
- Saville Psychometrics (Focus Styles) were used to support action planning
- In-the-moment feedback from a team of leadership learning specialists and peer-to-peer activities
- The data provided a performance baseline - TNA

Leading Service EKcellence 2

Agenda:

- change
- mayday!
- navigating the grey zone
- social vs analytical & scarf
- let's talk tactics
- mastering the customer experience
- insights to actions
- your thoughts



Learning take-aways.....

Get to know people, show empathy, adapt to a new world and way of thinking.

More about leadership psychology. It was amazing. I'm excited to try some things out on my next flight.

The game was a great way to explore decision-making. So interesting to see how different people approached it - I enjoyed learning from my colleagues.

Loved the videos on concepts of customer experience and the link to neuroscience.

Safe space, relaxed learning. I am more motivated. Feel trusted. Thank you. Also love the informative videos in the JCL seat!

I loved learning about the human brain and how it works to help us relate to everyday situations - customer and our crew.

Inspiring Leaders Series

- My Professionalism
- My Customer Service
- My Teamwork
- Leading My Team
- Powerful Performance Conversations



Continuous Learning Journey.....





Each competency icon below to explore.



Professionalism



Customer Service



Leading My Team



My Teamwork



Mastering Self



Mastering Next Steps

Lessons Learned

- Business partnership is key
- Preparing the path prior to the learning event – Let's Talk
- The power of peer to peer learning
- Constant 'vigilance' in keeping the line engaged
- Make sure reinforcement with technology is relevant
- For us, the continued relevance of f2f

What it means for our customers...

Dubai

New Zealand



Thank you &
Questions....