

BUILDING A SUSTAINABLE AERIAL SILK ROAD

*How companies can be successful
in the Aviation and Airport Sector*

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Why continue to build an Aerial Silk Road?

What is the benefit of an Aerial Silk Road?

How to ensure sustainability?

Why continue to build an Aerial Silk Road?



A growth industry.

*100 years of commercial aviation.
Trends of the next 20 years.*

*Aviation Benefits Beyond Borders, (ATAG), Geneva, Switzerland



65,327,000,000

Passengers have flown in the first 100 years.
The next 65 billion passengers are expected before 2030¹⁵⁷.

30km

Distance of the first flight (and it stopped halfway to fix the engine). Today's modern jets can fly up to 15,200 kilometres... non-stop¹⁵⁸.

1 Passenger

On the first commercial airline flight on 1 January 1914. On the same day 100 years later, 8.5 million passengers flew.

1.7 weeks

Weeks it takes of the average Australian wage to pay for the lowest Sydney – London return airfare. In 1945, it took 130 weeks¹⁵⁹.

\$3,629

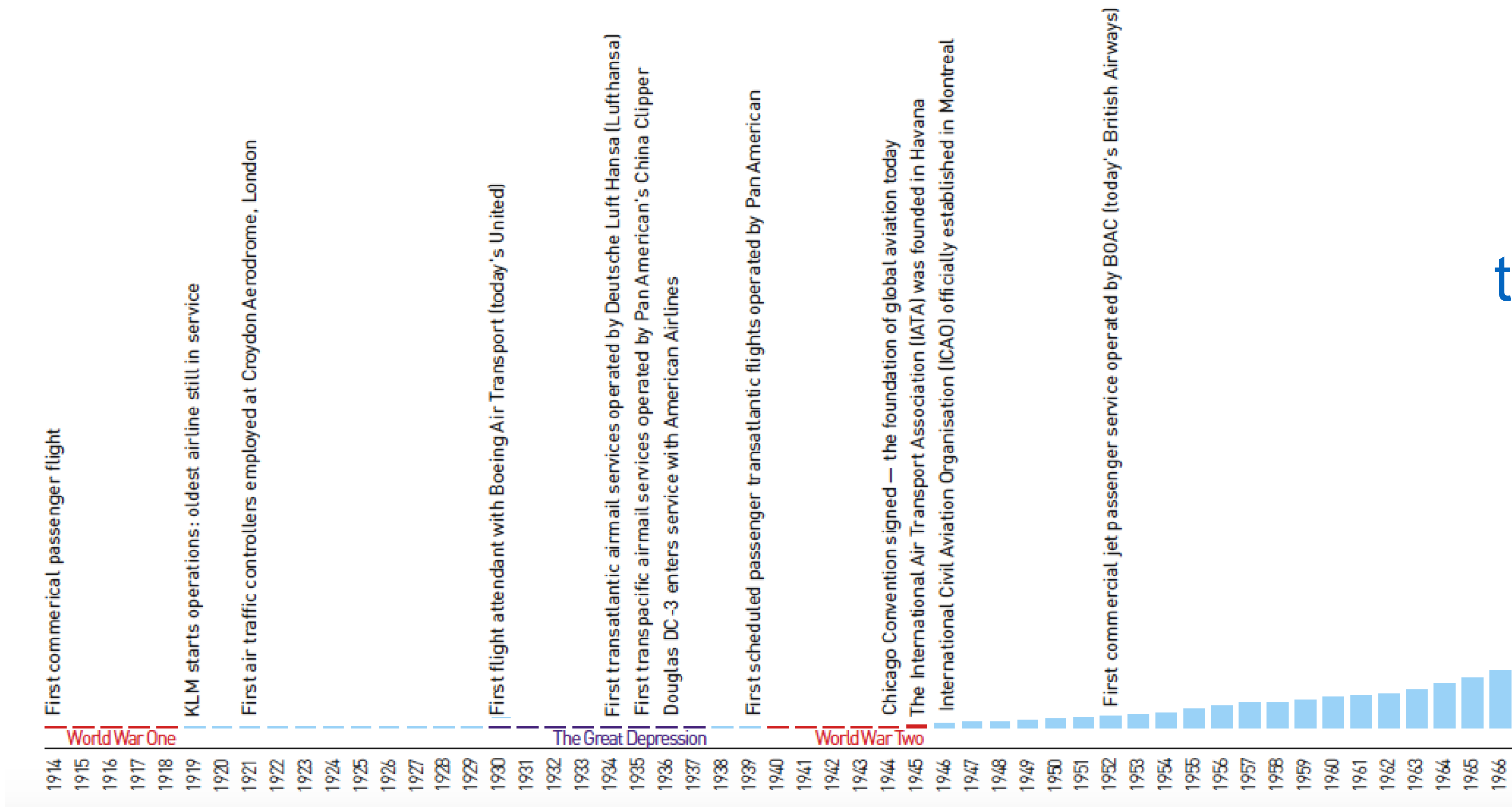
Cost, in 2014 dollars, of a New York to San Francisco flight in 1930. Today, the same ticket will cost under \$300¹⁶⁰.

20% of Americans had flown at least once in their life in 1965¹⁶¹. Today, it is estimated that over 80% of the US adult population has flown at least once¹⁶², with around half the population flying at least once a year. In the UK, around 77% of the population has flown at least once¹⁶³, with half the population flying once a year¹⁶⁴.

120 flights across the Atlantic per week in 1948¹⁶⁶. Today there are 1,200 every day in the North Atlantic airspace alone.

The only way is up

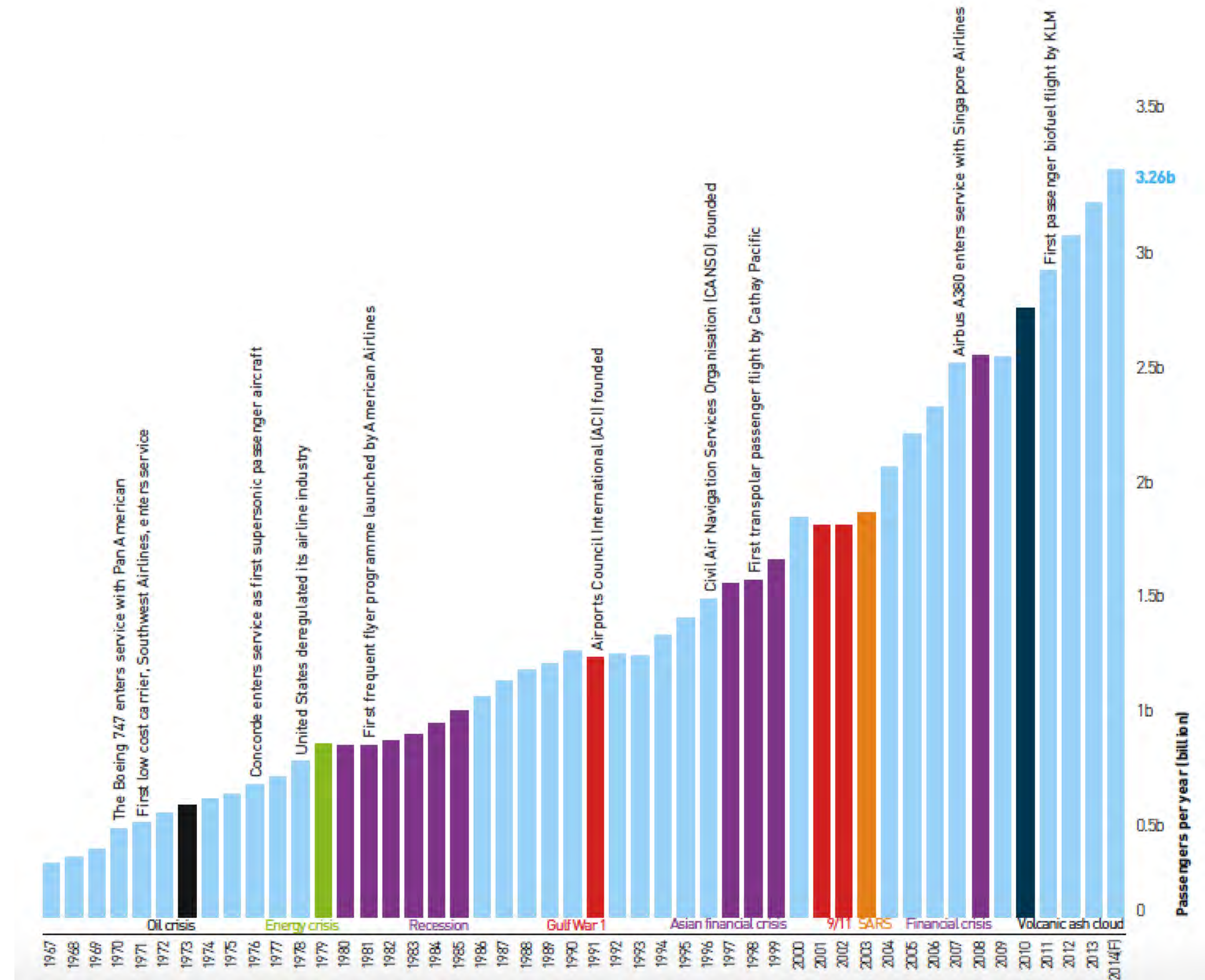
100 years of commercial air transport growth, passengers 1914-2014¹⁷²



“International civil aviation can greatly help to create and preserve friendship and understanding among the nations and peoples of the world.”

Preamble to the 1945 Chicago Convention

“Now, the growth is mainly taking place in the emerging economies of the world which are beginning to enjoy the benefits of travel as middle classes develop.”



...and the Future.

The most recent estimates suggest that demand for air transport will increase by an average of 4.7% per annum over the next 20 years.

Air transport is forecast to support 103 million jobs by 2032.

2012	2032 ¹⁷⁵
2.97 billion passengers	6.63 billion
5.4 trillion passenger kilometres flown	12.2 trillion
20,101 jet aircraft in service	41,240
58.1 million jobs supported	103.1 million
\$2.4 trillion economic impact	\$5.8 trillion




Boeing's Sugar Volt and the Airbus Concept Plane are two of the many visions of the future.

Late 2010, NASA awarded contracts to Lockheed Martin, Northrop Grumman and Boeing. Goal: Study advanced concept designs for aircraft with less noise; cleaner exhaust; lower fuel consumption; to fly up to 85% of the speed of sound; range of 7,000 miles; carry 50,000-100,000 pounds of payload.

What is the benefit of an Aerial Silk Road?

Airports are catalysts
to economic growth.

*Case Study
Ecuador's Quito
International Airport*

A woman in traditional Ecuadorian attire, including a black shawl with a colorful, embroidered collar and a large gold necklace, stands on a hillside. She is looking out over a valley with a small town and green fields. The background shows rolling hills and a forested area.

Ecuador's New Quito International Airport, which opened in February 2013, has become one of the country's most important infrastructure projects in terms of technological development, economic growth and employment generation.

Recent estimates suggest it has generated around \$1 billion in economic activity for the country and currently employs about 6,000 people across the different companies directly related to airport activity.

Ecuador is one the largest flower exporters in the world and there are about 560 flower-growing farms around Quito. During the peak flower-producing season of February 2014 there was an increase of 23.7% in air cargo throughput over 2013 as a result of new, larger aircraft being able to access the airport.

During construction between 2006 and 2012, around 4,000 Ecuadorian workers and 120 local companies were contracted. The airport management company, launched a series of scholarship programmes, including a Scholarship award which has seen 358 educational scholarships given to vulnerable young people.



It also formed new links with local businesses. Pimienta Gourmet — a small enterprise formed by local women — offer catering services to companies based at the airport, and setting up a database of local workers and small companies whose services could be needed by businesses based at the airport.

How to ensure sustainability?

There are no secrets to success.
It is the result of preparation,
hard work and learning from failure.

Colin Powell





Vision

To build a global and influential community of aviation entities.

International Strategic Work

Washington DC, Indonesia, Singapore, Beijing, London, South Africa
Dubai, Bahrain, Qatar, Jeddah Saudi Arabia, Oman, Israel
Sydney, Perth, Melbourne, Brisbane, Adelaide, Auckland, Wellington
Indore, Mumbai, Pune, New Delhi, Bombay, Jaipur, Kanpur, Lucknow



Core - building growth and commercialisation



1. Vision & Strategy

Create a powerful vision and set goals that get your team on board.



2. Getting Grip

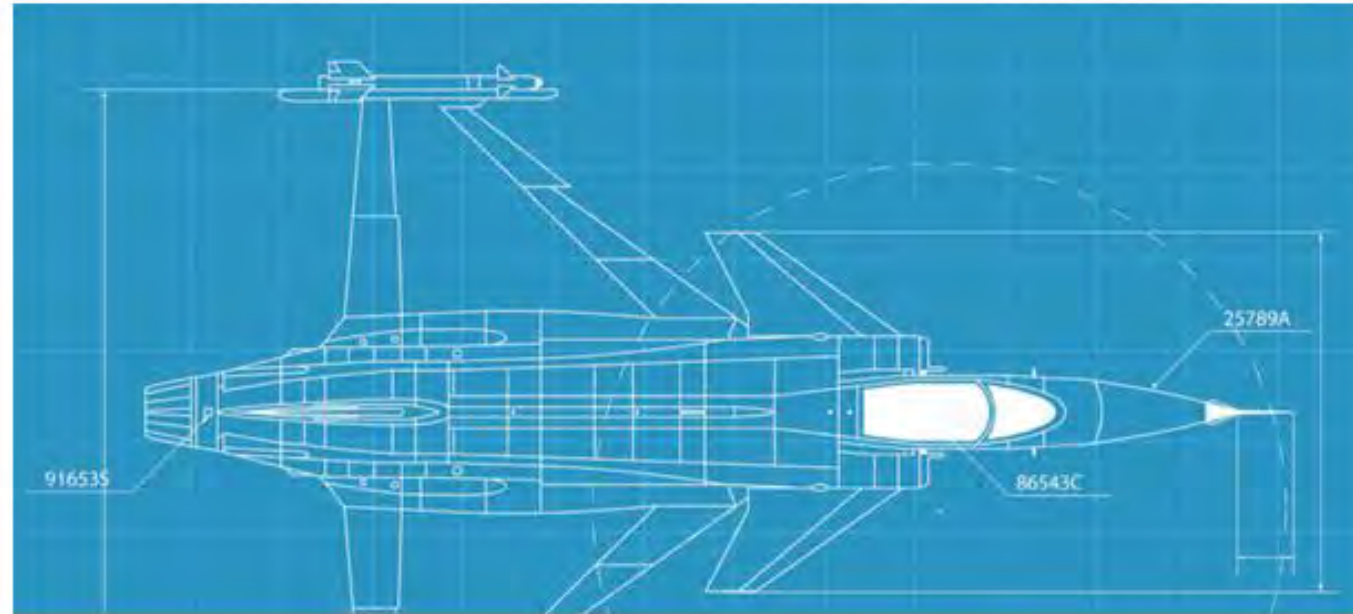
Focus on fixing the holes in financial systems and improving cashflow.



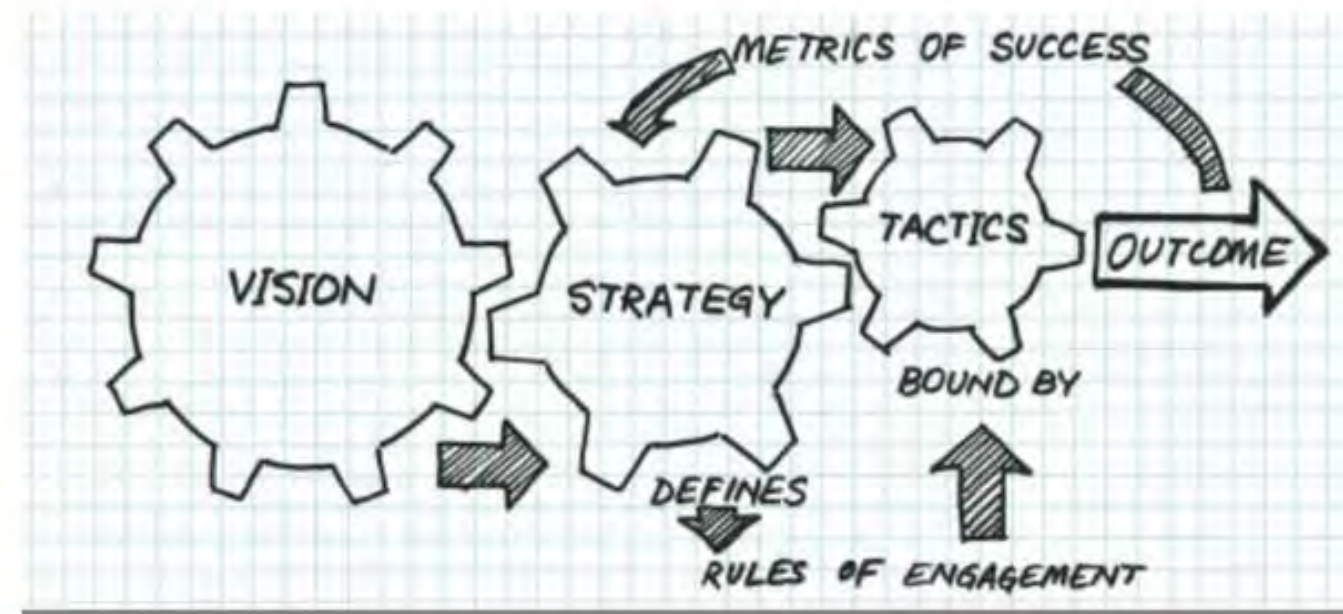
3. Checklist

Create the key revenue and marketing indicators to make sure you stay on the right track

PROVEN, POWERFUL SYSTEMS HELP MOVE PEOPLE TOWARDS THEIR GOALS. FROM VISION & STRATEGY TO PROCESS MAPPING & MARKETING ANALYSIS.



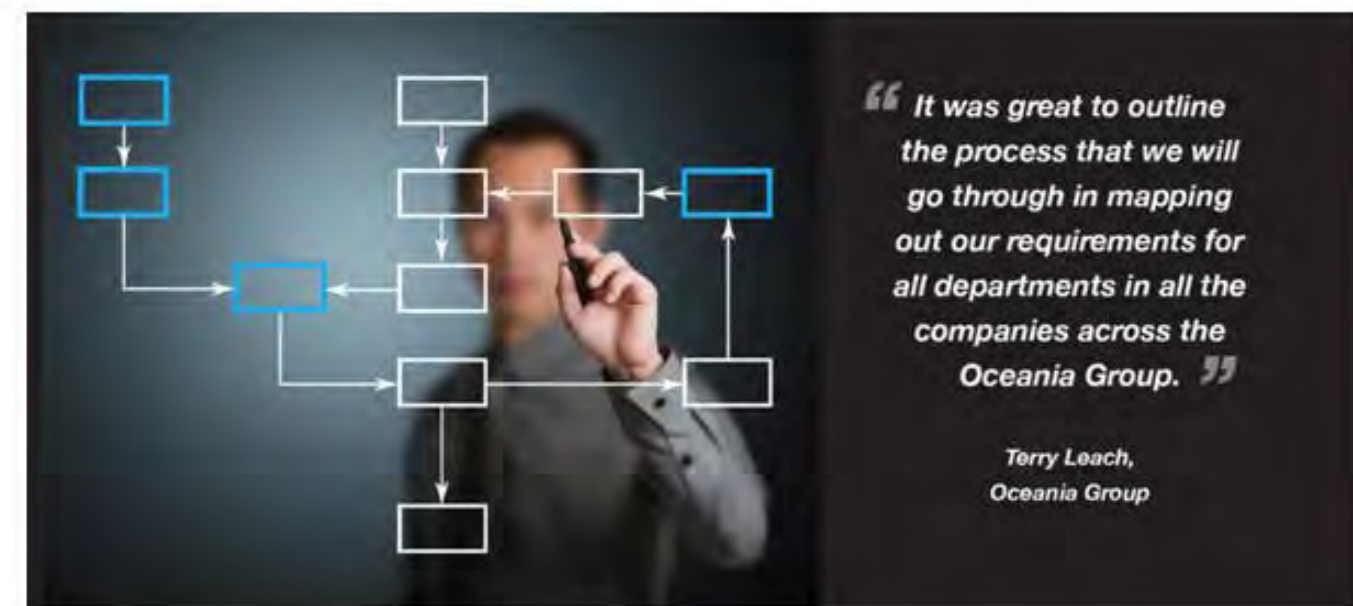
Integrated Implementation
Strategic Planning and Ongoing Implementation



Strategic Business Planning
Facilitated Strategy Workshops



Full Marketing Analysis
Market Investigation



“ It was great to outline the process that we will go through in mapping out our requirements for all departments in all the companies across the Oceania Group. ”

Terry Leach,
Oceania Group

Improve Business with eMAPs
Process Training Workshops



Business Growth Strategy
Facilitated Strategy Workshops



Building Sales Pipelines
Planning & Database Communications

Background

Transforming Entrepreneurs

EO - Entrepreneurs Organisation

11,500 Companies

144 Chapters

50 Countries

#19 GDP

Outcomes:

Transforming their life so they can transform other lives.

Creating Vision, Strategy & Planning.





Aimm 

Exportable Technology

Aimm Airport Movement Reporting Systems

Solving unknown and incorrect Airport movement reporting

Created Vision, Strategy and Goals

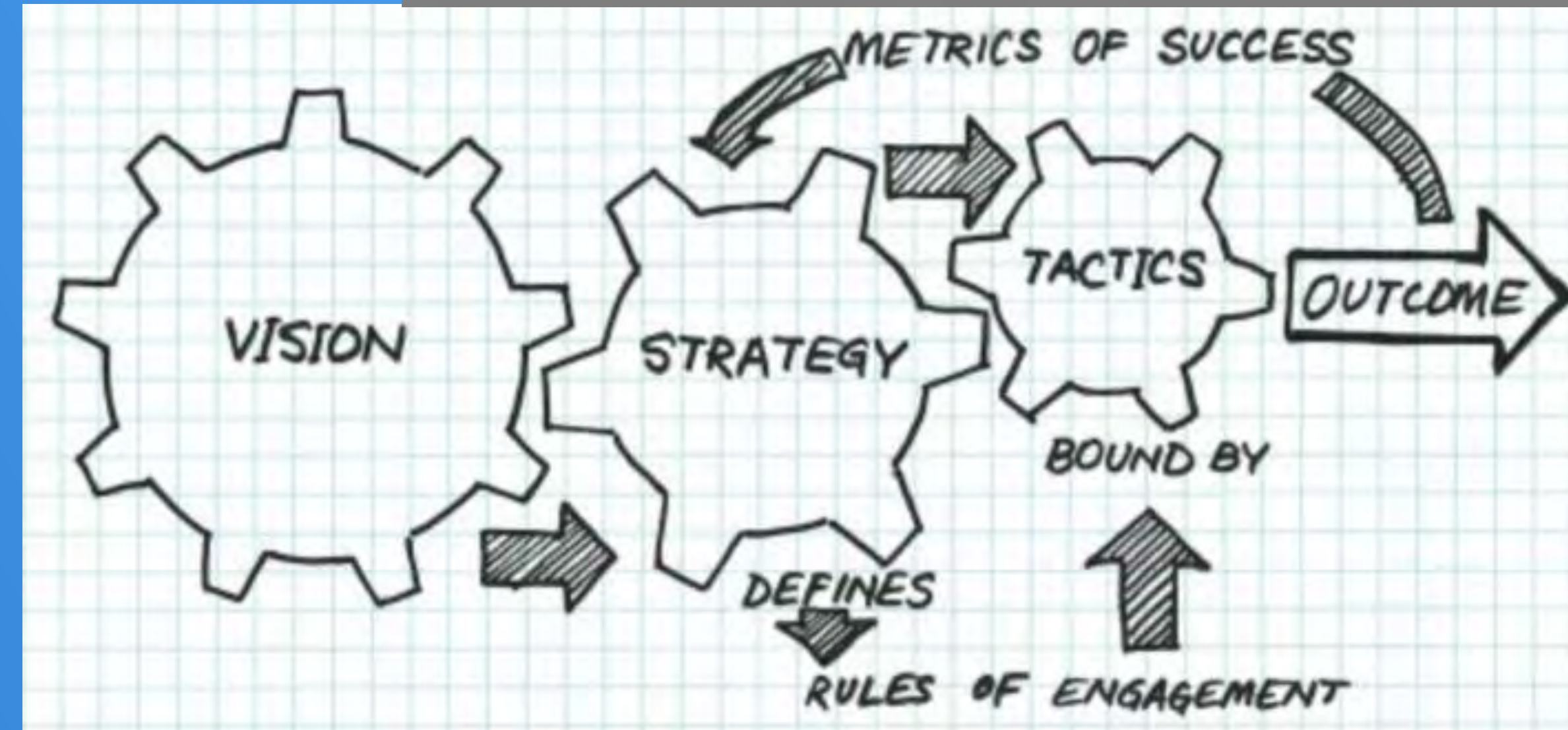
Outcomes:

Exported overseas - now 40% of sales

Currently in JV discussions globally

1. Vision & Strategy

Create a powerful vision and set goals that get your team on board.





Full Marketing Analysis
Market Investigation

2. Getting Grip

Focus on fixing the holes in financial systems and improving cashflow.

Finding the right niche MRO Software Module

Supplies software to fixed wing and rotary aircraft
Supplying all companies all over the world

Varying sizes of businesses and rewriting software to make it work

Completed market analysis and customer survey

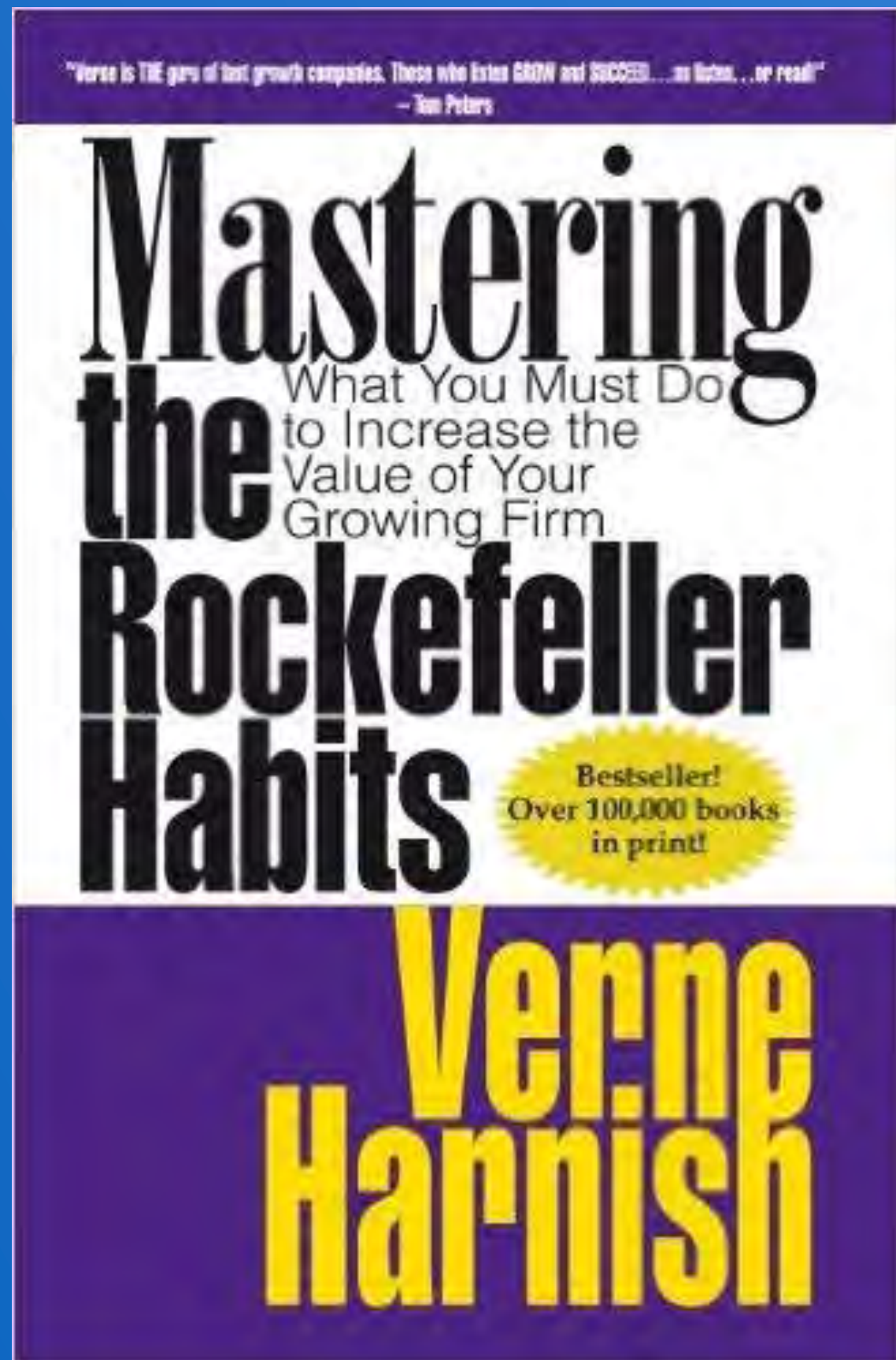
Outcomes:

Total focus in the helicopter market

Focusing on commonwealth countries

Concentrating on the areas clients use = bottom line profit





3. Checklist

Create the key revenue and marketing indicators to make sure you stay on the right track

Creating the right Habits Raytheon

VTC (Virtual Technology Corporation) \$30m

Co-founder and CEO Jack Harrington - Acquired by Raytheon in 2006

Jack took the Rockefeller habits into Raytheon

\$750m division. Then was asked to lead ThalesRaytheonSystems.

Outcomes:

Created same habits and meeting rhythms

Collaborative culture between France & the USA

Discussing strategy and market insights



Creating the right Habits

1. The executive team is healthy and aligned.

- All executives have a personal fitness routine, priorities, and style.
- The executive team has a weekly training routine.
- The team participates in ongoing executive education (monthly recommended).
- The team is able to engage in constructive debates and all members feel comfortable participating.

Healthy Team

2. Everyone is aligned with the #1 thing that needs to be accomplished this quarter to move the company forward.

- The Critical Number is identified to move the company ahead this quarter.
- All employees are aligned with the Critical Number and understand its importance.
- A Quarterly Theme and Leadership Message are announced to all employees that bring the Critical Number to life.
- Quarterly Theme/Critical Number posted throughout the company and employees are aware of the progress each week.

Alignment To #1 Thing

3. Communication rhythm is established and information moves through organization accurately and quickly.

- All employees are in a daily huddle that lasts less than 15 minutes.
- All executives and middle managers have a 1:1 or 1:2 meeting, covering big issues, and DNA transfer each month.
- Quarterly and annually, the executive and middle managers meet offsite to work on the 4 Decisions.

Meeting Rhythms

4. Every facet of the organization has a person assigned with accountability for ensuring goals are met.

- The Function Accountability Chart (FAC) is completed right people, doing the right things, right.
- All employees are assigned with accountability for ensuring goals are met.
- Each 3-5 year Key Thrust/Capability has a corresponding expert on the Advisory Board. If internal expertise doesn't exist.

Clear Accountabilities

5. Ongoing employee input is collected to identify obstacles and opportunities.

- Employee input about obstacles and opportunities is being collected weekly.
- All executives and middle managers are responsible for identifying obstacles and opportunities.
- All employees are encouraged to provide input and at least one employee weekly.
- The insights from employee conversations are shared at the weekly executive team meeting.

Employee Feedback

6. Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data.

- All employees are involved in collecting customer data.
- A senior management team is accountable for the process of analyzing the top 10 of customer feedback.
- All employees are encouraged to provide input and at least one employee weekly.
- The insights from customer conversations are shared at the weekly executive team meeting.

Customer Feedback

7. Core Values and Purpose are "alive" in the organization.

- Core Values are discovered, Purpose is articulated, and both are known by all employees.
- All employees are encouraged to provide input and at least one employee weekly.
- All employees are encouraged to provide input and at least one employee weekly.
- Actions are identified and implemented each quarter to strengthen the Core Values and Purpose in the organization.

Values & Purpose Alive

8. Employees can accurately articulate the following key components of the company's strategy:

- Big hairy Audacious Goal (BHAG) - Progress is tracked and visible.
- Core Values - All employees are aligned with the Core Values.
- Key Thrusts/Capabilities - Progress is tracked and visible.
- Elevator Pitch - A compelling response to the question "What does your company do?"

Articulate The Strategy

9. All employees can answer quantitatively whether they had a good day or week (Column 7 of the One-Page Strategic Plan).


- 1 or 2 Key Performance Indicators (KPIs) are reported on weekly for each role/position.
- All employees are encouraged to provide input and at least one employee weekly.
- All executives and middle managers have a coach (or peer coach) holding them accountable to behavior changes.

Know A Great Day/Week

10. The company's plans and performance are visible to everyone.

- A "visibility room" is established to openly measure (physical or virtual).
- All employees are encouraged to provide input and at least one employee weekly.
- There is a system in place for tracking and managing the cascading Priorities and KPIs.

Plans & Performance Visible

A dramatic photograph of the Space Shuttle Discovery being launched from the launch pad. The shuttle is oriented vertically, with its nose pointing upwards. It is surrounded by a massive plume of white smoke and fire from its engines. The launch pad's service structure is visible to the left of the shuttle. The sky is a deep blue, and the overall scene is illuminated by the bright light of the engines.

*Vision is the art
OF SEEING WHAT IS
INVISIBLE TO OTHERS*

Jonathan Swift

Why continue to build an Aerial Silk Road?
Its growing fast!

What is the benefit of an Aerial Silk Road?
Economic Growth.

How to ensure sustainability?
Vision & Proven structure.





The future depends on
what we do in the present.

Mahatma Gandhi

Thank you



