

CULTURE: THE KEY TO RETENTION

Aviation Personnel International

THE PROBLEM

The data doesn't lie. The aviation industry is in the midst of a talent shortage. According to a recent Jefferies report, aviation has a shortfall of at least 14,000 pilots in 2023, and the gap is only increasing (17% of pilots are currently between the ages of 60-64). The maintenance shortage is extreme as well, with 132,000 technicians needed between 2021-2040.

With pilot type ratings and aircraft-specific training for technicians, aviation endures one of the highest turnover costs compared to any other industry; the perfect storm. A storm that has employers aggressively competing for talent and a landscape demanding a stronger-than-ever need not only to attract but retain top performers.

If you think the answer to attracting and retaining talent is compensation, think again. Studies show that an **unhealthy culture in the workplace is 10 times more contributory than compensation** when an employee decides to leave their job. If members of your staff are not comfortable in the environment within the organization—chances are they will not be staying for long.

So, how do you assess your current culture? As a manager or director, you may know the mission and vision statements of your organization, but do you know how individual contributors experience your culture?

API'S EXPERTISE

API has been studying Part 91 flight department cultures for more than 50 years and the most consistent observation we've identified is the disconnect between how culture is perceived by management and how it is actually lived by employees. To further complicate things, if a culture is not stable, welcoming or comfortable, team members may be even less willing to share their feedback, making it nearly impossible to truly ascertain the current cultural state.

THE SOLUTION

As an objective party with a highly respected and trustworthy reputation in the industry, API has the tools to assess culture that protects both the employer and the employee. Our process maintains confidentiality and anonymity, while simultaneously collecting data that will identify gaps, areas of concern, and positive aspects of the given culture.

Backed by science, rigorous data analytics, and Ph.D. behavioral psychologists, API can not only help you gain an understanding of the cultural experiences of your employees but also prescribe remedies and treatments in the way of online micro-trainings, in-person teachings, and ongoing assessments to track and aid progress.

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Engagement and Leadership

Consultation: Using various data collection and information sharing tactics, you are able to understand the complexities that exist and then develop and implement a plan to address them.



Assessments and Diagnostics:

Provide insight that helps you assess your existing organizational culture and develop strategies for transformation. Create data-driven strategies that will help you retain your best employees.



Interpretation and Recommendations:

Data visualizations and insights provide the basis for API to report and interpret the results. An understanding of the current state of affairs allows API to make recommendations and promote findings.



Roadmap and Playbook:

With these insights, API can identify potential opportunities for making data-driven strategic decisions to unlock each individual's true potential in support of a cohesive working environment.

Together, we will design a cultural roadmap to the future. Using an ongoing data collection and analytics process will enable you to build predictive models to anticipate a variety of outcomes, such as employee turnover, productivity, or the success of certain recruiting methods.

We're here to help.

Don't leave your culture to chance;
engage the experts.

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