

API Culture Care™

Achieve a harmonious balance between safety and culture, unlocking your team's true potential to become an *"employer of choice."*

Enhance Safety, Elevate Culture, Achieve Excellence.

In aviation, safety programs are a cornerstone of operations, but a healthy organizational culture is equally vital. Both are necessary to achieve world-class safety performance and operational excellence. The challenge is that many organizations face one or more symptoms affecting their workforce culture:

- New leadership
- Misalignment between staff and leadership
- Significant or rapid growth
- Strategic shifts
- Turnover due to resignations and retirements
- Mergers or acquisitions
- Lack of communication and transparency
- Instability due to external factors

A strong workforce culture protects your most valuable assets: *your people.*

Culture neglect leads to major challenges, such as the loss of key talent, high recruiting costs, extended training and development periods, and hindered collaboration among employees—all of which result in financial losses. That's why it's critical to understand your organization's dynamics and the people who drive its success.

API Culture Care™ offers custom insights and diagnoses to help you, the aviation leader, navigate these challenges. The outcome is a treatment program to promote a positive, healthy and productive work environment. And it's all formulated by a unique blend of aviation expertise, data science, AI analytics and expert PhD analysis.

The Benefits of Cultural Alignment

Your organization's culture is the sum of everything you and your colleagues think, say and do as you work together. It's the heart and soul of the workplace, guiding actions and determining success. Some benefits of cultural alignment include your ability to:

- Attract and retain top talent
- Improve psychological and aviation safety
- Increase performance and KPIs
- Create more accountable teams and informed decision-making
- Influence innovation and creativity
- Develop better communication and conflict resolution strategies
- Improve overall organizational effectiveness and competitiveness

API Culture Care™

Partner with API to examine your workforce culture and receive actionable insights and a treatment plan. Through our five-step program, we will:



UNDERSTAND

Discover cultural landscape, identify symptoms of unhealthy culture and look at areas to further assess. Educate team on culture and why it matters.



EXAMINE

Use qualitative and quantitative diagnostics to examine causes and their impact on organizational health.



DIAGNOSE

Report on your cultural health: strengths (vital signs), areas for improvement (symptoms) and risk factors (potential complications).



TREAT

Collaborate with your cross-functional teams to devise and implement an immediate treatment plan.



CARE

Rely on API's specialists and partners to oversee your treatment and prevention plans throughout your culture-change journey.

Ongoing Care

Post-assessment, API will remain your ongoing Culture Care provider, helping you implement the strategic plan to set your team up for success. We'll be your accountability partner with monthly check-ins and training programs. Plus, we will assist with:

- Vision, mission and values mapping
- Leadership development, mentoring and coaching
- Succession planning
- Communication strategies
- Operational strategies
- Crew scheduling analysis
- And more!

As needed, API will provide an HR-as-a-service solution to assist with coaching and mentoring, leadership training, policy development, job description creation, succession planning, recruitment, retention efforts, compensation and salary modeling and more!

INVEST IN YOUR TEAM'S SUCCESS.

PARTNER WITH API.

At API, we're your "one stop shop" for identifying top talent and cultivating a healthy workforce culture. Let us assist you in becoming—and staying—an *"employer of choice."*

Call **+1-415-751-3250** to schedule a 1:1 consult or **visit apiaviation.com**

