

A lesson in staff retention

Aviation Personnel International is celebrating its 45th anniversary at the show, claiming to be the oldest female-run recruitment company in the industry.

The San Francisco-based agency was launched by Janice Barden – who in the 1970s was one of the few women in senior positions in business aviation – and is now run by her daughter Sheryl Barden (pictured), who will lead a panel on retaining good employees in the Innovation Zone at 10:30 tomorrow.

Janice Barden died in July, and her daughter will also reflect on her legacy and some of the developments in the industry since 1971. “There have been some remarkable changes, and

I’m not just talking about technological advances,” she says. “The entire philosophy of business aviation has undergone a transformation.”

Many employees no longer want to stay with one company for their entire career, as was more common a generation ago, she argues. “It’s often the case that people move on every two to five years, which is why finding the right cultural fit has become so important.”

Aviation departments also need to “find new ways to keep their team members feeling valued via development opportunities, cross-functional training and the opportunity to grow into a new role”, she says.

