Aviation Strategic Planning

The offered training proposal will cover the main aspects of strategic planning which includes the following:

1) Description of the roles and functions of different managers in a civil aviation organization,
2) Description of the process of planning, setting and implementing a business strategy,
3) Identifying and understanding at least twelve different types of business strategies,
4) Description of the different types of tools and techniques to support planning and decision making
5) Understanding the different methods of access and manage performance
6) Identifying corrective approaches to guide poor performers in a constructive manner

The seminar combines the process of strategic planning with the several elements of management (planning, organizing, implementing, controlling, and evaluating) and explains the several tools and techniques to support Planning & Decision Making. Finally, Strategic Execution and Performance Management are topics to be analyzed and compared.

The training seminar will be conducted by Ms. Laila Al Muhairi, Strategy & International Affairs Director and Salem Al Shamsi – External Affairs Manager.

The seminars will be conducted for a total duration of Twenty-Four hours split into Four days, Six hours a day and will be conducted in English.
The Strategic Planning Seminar consists in the presentation and discussion of the following topics:

1. **Introduction to Strategic Planning**
   - Introductory Concepts and Definitions
   - An Historical Perspective
   - Planning in a globalized world and a fast changing environment

2. **Essentials of Planning**
   - Planning Process
   - Strategic planning & business strategies
   - Development of Business Strategies

3. **Tools & Techniques for Planning & Decision Making**
   - Environment Analysis
   - SWOT Analysis
   - Forecasting Methods
   - Gant and Milestone Charts
   - Break – Even Analysis

4. **Strategic Execution**
   - Operating Plans, Policies, Procedures and Rules
   - Management by Objectives

5. **Performance Management**
   - Performance evaluation methods
   - Using Information Technologies to access, improve and evaluate performance
   - Control process and techniques
   - Managing Ineffective Performers
   - Enhancing personal productivity and managing stress
LACAC – UAE On-site "Aviation Strategic Planning Course"

Guatemala City, Guatemala
26-29 April 2011

سماء الإمارات في أيد أمينة...
UAE sky in safe hands...

www.gcaa.ae
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Ms. Laila Hareb
Executive Director
Strategy & International Affairs

Laila Hareb, the Executive Director of Strategy & International Affairs offers more than a decade of accomplishments – Laden in the Project Management, Customer Service, Marketing & Corporate Communication, Strategy and Corporate Performance and IT.

Laila holds several qualifications in Project Management and Corporate Excellence, in addition to her Bachelor’s Decree in Software Engineering. Furthermore, she is on her way to accomplish a Doctorate in Business Administration (DBA).

Her Previous experience and achievements include the development & implantation of Corporate Strategic Plan as well as enterprise CRM Strategies. Developing Framework Methodologies and service level agreements to separate regulations from operations to insure maximum level of performance, Developing many organizational quality systems and planning and successfully executing different projects such as: business process modeling, corporate, performance management systems, and mystery shopping annual and biannual surveys.

Laila is currently in charge of an ambitious transformation program in GCAA transformation it into a more efficient Civil Aviation Authority through developing mid and long terms strategies, enhancing the current structures and management systems, developing stronger communication ties, through the introduction of novel communication systems, with all the GCAA’s stakeholders including the media, customers and its business partners. Ms. Hareb also looks into recognize new avenues to the further the GCAA’s international reputation as the organization expands its role on the global aviation stage.
Thank You

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