



**SEMINAR LACAC/UAE ON
“AVIATION STRATEGIC
PLANNING”**

(Montevideo, Uruguay,
October 12 to 15, 2015)

OBJECTIVE, SPEAKERS AND AGENDA

OBJECTIVE

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

- Description of the roles and functions of different managers in a civil aviation organization,
- Description of the process of planning, setting and implementing a business strategy,
- Identifying and understanding at least twelve different types of business strategies,
- Description of the different types of tools and techniques to support planning and decision making
- Understanding the different methods of access and manage performance
- 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 and Decision Making. Finally, Strategic Execution and Performance Management are topics to be analyzed and compared.

The Seminar 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 language.

INSTRUCTORES

Ms. Laila Hareb (*Asisstant Director General – Strategy & International Affairs*)

Laila Hareb, Assistant Director General, is a game changer in the local and regional aviation strategies. She joined the General Civil Aviation Authority (GCAA) in September 2009 to lead its Strategic Planning and Corporate Excellence Department. In little over two years since she began her work at the GCAA, it has been awarded the prestigious Sheikh Khalifa Government Excellence Program (SKGEP) award in recognition of its best practices in the areas of Strategic Planning and Performance Management systems. In addition to this, it was also recognized as the government entity for the most improved performance.



Her areas of expertise is expanded in variety of management sectors such as Strategic Planning, organizational development, corporate performance functions, quality & excellence and stake holder relationship management. Ms. Hareb undertook major restructuring projects for various organizations. She undertook project management such as UAE Aviation Fees and Charging Restructuring. She also brings a wealth of experience in the areas of Information Technology, Training, Corporate Marketing and communication. She initiated and personally

managed training programs for aviation personnel in different continents, notably training for ladies in aviation.

She is a motivational speaker who presents to audiences on the topics of inspiration, motivation, change, and overcoming hardships. The stories she shares with her audience are authentic and genuine life changing events that she has survived. Striking a balance between the responsibilities of a single parent for three, and the demands of a dynamic aviation industry was her biggest challenges, yet her major success.



Mr. Shahid Qadeer (*Especialista Senior en Estrategia y Gestión de Desarrollo Corporativo*)

Shahid Qadeer is the Senior Specialist Strategy & Corporate Performance Management at General Civil Aviation Authority UAE. In GCAA, he is responsible for the Strategic and Operational Planning process and implemented a practical and effective corporate performance management system that measures and reports the organizational performance.

He has over 30 years of experience in the aviation industry ranging from Operation's Safety Audit, Training, Performance Management and Quality Assurance. He has previously worked for Emirates Airlines as Service Audit Manager, Group Safety Auditor and Performance Manager. Besides aviation industry, he has also worked in the real estate development sector where he has held senior management positions with Dubai land and Nakheel, two of the major property development organizations in Dubai.

Shahid holds a Master's degree in Business Administration and Bachelor's in Economics and Statistics. He is a certified Balanced Scorecard Professional by George Washington University USA, an ISO Auditor and certified Airlines Operations Safety Auditor from IATA.

AGENDA

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