



CHARTING  
A COURSE  
MADRID 2015

# GLOBAL PILOTS' SYMPOSIUM

EACH DAY MATTERS

## **Developing a Strategic Plan** *Advocating for Favorable Policies and Regulations*

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# Components of a Strategic Plan

- ▶ Overview
- ▶ Situational Analysis
  - SWOT Analysis
- ▶ Goals and Objectives
- ▶ Audiences and Messages
- ▶ Tools
- ▶ Coordination
- ▶ Budget
- ▶ Project List & Timeline

# Situational Analysis

- ▶ Background information
  - History
  - Environment
  - Events affecting issue
- ▶ An IFALPA SWOT analysis

# Goals & Objectives

- ▶ Describe Issues
  - Explain why it is important
    - What is the potential impact (positive/negative)?
    - Who will be affected?
- ▶ What is the result you want to accomplish?

# Know Your Audience

- ▶ Who are the groups/audiences you want to target?
  - Internal:
    - Association leadership team
    - Members
  - External:
    - Policymakers/regulators
    - Management
    - Other stakeholders
    - Media
    - Traveling public

# Messages

- ▶ What messages do you want to convey to each of these audiences?
- ▶ Messages must be:
  - Unified
  - Consistent
  - Clear

# Tools

- ▶ Based on your resources and audiences
- ▶ Internal
  - Campaign “branding” — messaging
  - Communications
    - Online
    - Print
    - Multimedia
  - Face-to-face interaction
  - Social media
  - Support network

# Tools

- ▶ External
  - Media relations
  - Advertising
  - Print and online communications
  - Social media
  - Public events
  - Partnerships
  - Pilot Activism



# Coordination

- ▶ Internal groups/individuals involved
  - Pilot leaders
  - Professionals
  - Members
- ▶ External groups/individuals involved
  - Government
  - Management
  - Other employees
  - Other stakeholders

# Budget

- ▶ Be realistic about project costs
- ▶ Be mindful of your financial resources
- ▶ Get creative — leverage your resources without spending a lot

# Project List & Timeline

- ▶ Project/Task
- ▶ Principals
- ▶ Review/Approvals
- ▶ Time Frame/Deadline/Outcome
- ▶ Status
- ▶ Enables you to:
  - Track and measure progress
  - Evaluate and recalibrate



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