



GLOBAL
PILOTS'
SYMPOSIUM
PANAMA CITY, PANAMA
2014

Alliance Strategy

Capt. Ron Abel, Executive Board Chairman
Associations of Star Alliance Pilots

Capt. Anthony R. Chapman, Chairman
Oneworld Cockpit Crew Coalition

Capt. Mike Pinho, former Chairman
SkyTeam Pilots Association

Strategic Process

- Purpose – Capt. Ron Abel
- Development – Capt. Tony Chapman
- SWOT Analysis – Capt. Mike Pinho

Purpose

- Strategic planning is a step in responding strategically and effectively to the rapidly changing environment facing our profession
 - ▶ Why are we here?
 - ▶ How do we accomplish our mission?
- A strategic plan defines the playing field
 - ▶ Where are we?
 - ▶ Where do we want to go?
 - ▶ How do we get there?

GPS in 2011, 2012, 2013

- GPS I, Chiang Mai, April 2011: Emphasized some of the threats
- GPS II, Paris, May 2012: Looked at opportunities in the collective bargaining environment
- GPS III, Dublin, April 2013: Reviewed tools that leverage our strengths

Development

- Analyze
 - ▶ Environment, Situation
- Develop
 - ▶ Goals, Objectives
- Plan Attack
 - ▶ Tools, Tactics
- Execute Strategy
- Review & Revise



GPS IV & The Strategic Plan

- GPS I Food for thought
- GPS II Look for opportunities
- GPS III Tools from the union toolbox
 - ▶ Communications tools
 - ▶ Negotiations tools
 - ▶ Becoming pilot partisans
- GPS IV The strategic plan and its implementation
 - ▶ Putting it all together

Now, let's get it started in here!

What is SWOT?

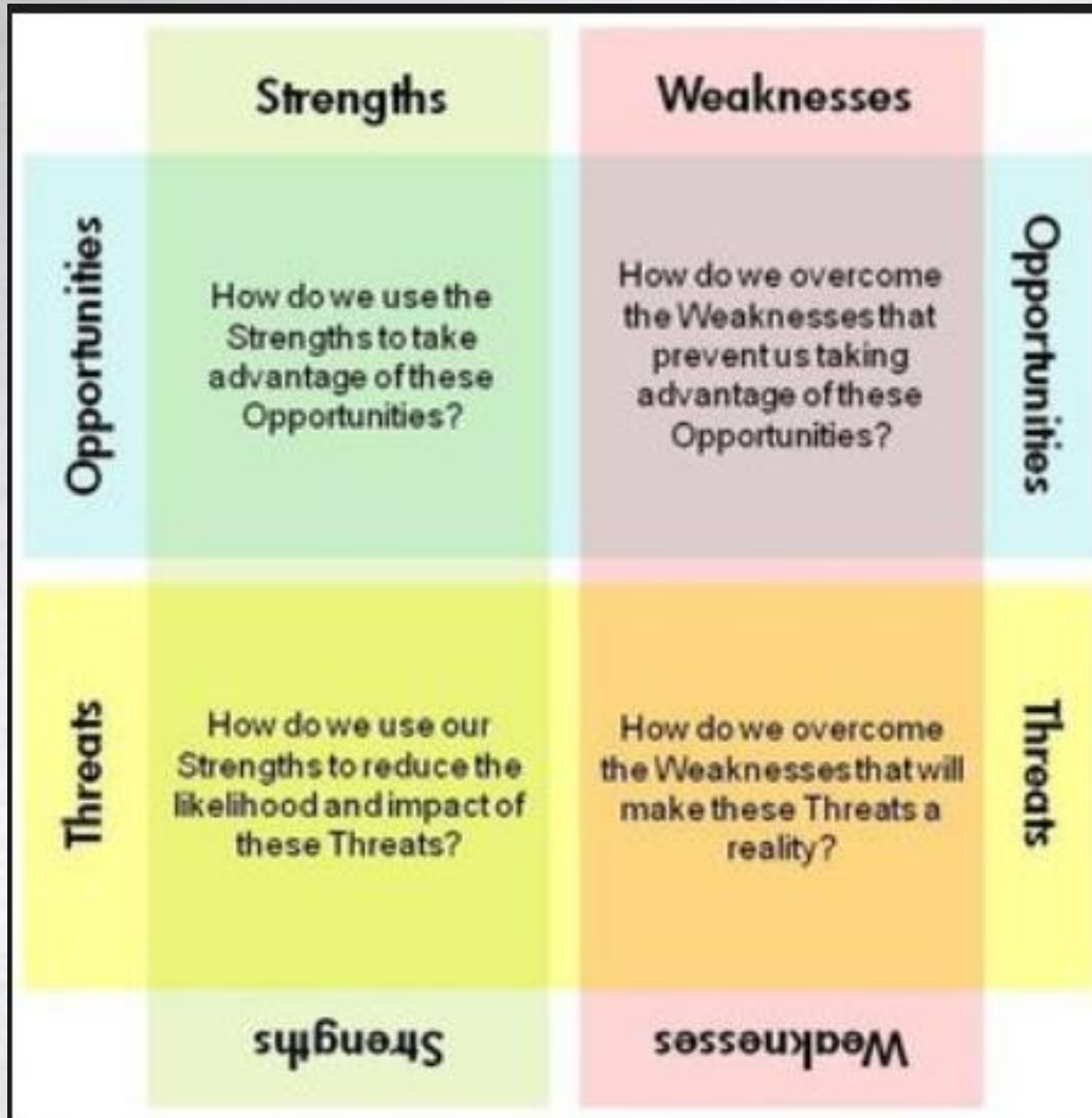
No, not S-W-A-T ...



S-W-O-T

- Technique originally developed by Albert Humphrey of the Stanford Research Institute
- SWOT analysis is a structured planning method to evaluate
 - ▶ Strengths
 - ▶ Weaknesses
 - ▶ Opportunities
 - ▶ Threats
- Now used extensively throughout the business community
- How about union business ... it's TIME!





When to Use SWOT

- Explore new solutions to problems
- Identify barriers that will limit goals/objectives
- Decide on direction that will be most effective
- Reveal possibilities and limitations for change
- Revise and update previous plans
- As a brainstorming tool to record ideas and assist in developing winning communications
- Enhance “credibility of interpretation” to be utilized in presentation to leaders or key supporters

SWOT Limitations

- SWOT is NOT a magic bullet
- Misrepresentation of SWOTs
- Using SWOT analysis simply to defend previously decided goals and objectives
- Limiting SWOT analysis to a very small group of union leaders devalues the possible contributions of other important members of your team

Let's Get It Started!

- Today's program
 - ▶ Extraordinary guest speaker
 - ▶ Two interesting breakouts
 - ▶ A powerful and compelling keynote panel
 - ▶ And to finish the day, a strategy recap
- Now in our 4th year, "let's get it started" — let's build on what we have learned from previous symposiums and today's presentations
 - ▶ Every represented Member Association in the room should commit to developing a strategic plan in the next 6 months

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