

THROUGH  
THE  
LOOKING  
GLASS



**Singapore**  
**27<sup>th</sup> to 29<sup>th</sup> November 2018**

CREATIVE CONSULTING AND EDUCATION IN AIRLINE STRATEGY  
[WWW.TTLGLEARN.COM](http://WWW.TTLGLEARN.COM)



# WHAT WILL I LEARN?

- How an airline functions in a competitive environment
- How to think strategically and tactically
- How to filter information under pressure
- How to organise the workload
- How to negotiate effectively
- How my results may depend upon competitor actions
- How to be flexible, when the occasion demands
- How creativity can help me overcome obstacles



TODAY'S DATE



2019

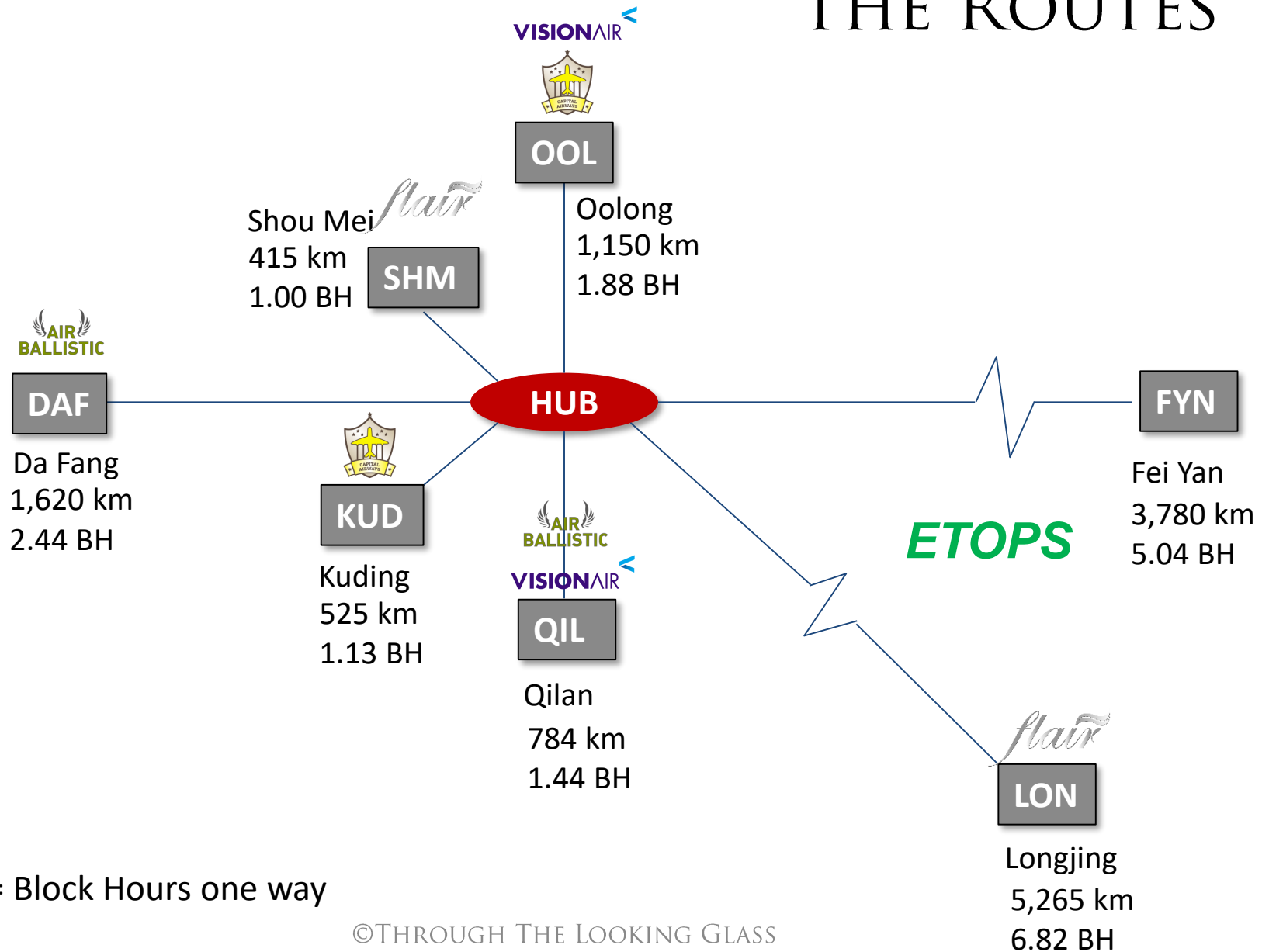


# TEAM WORK



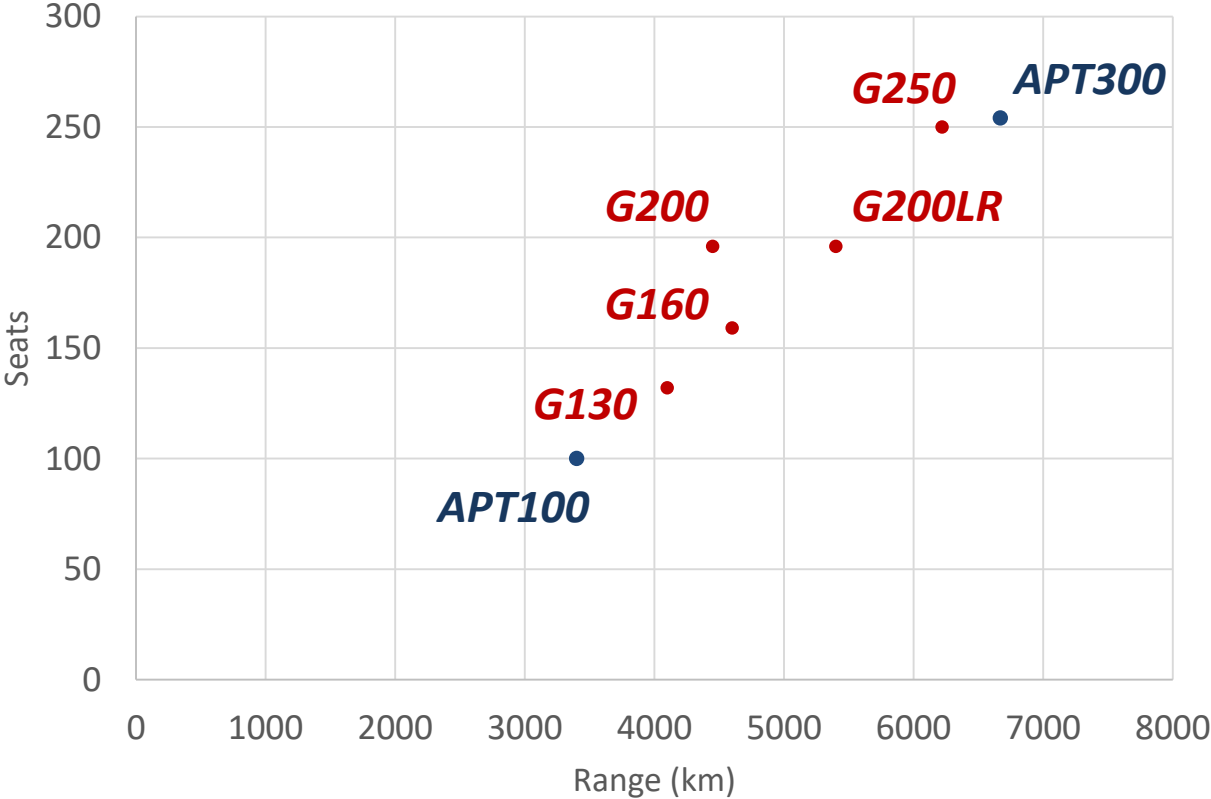


# THE ROUTES



BH = Block Hours one way

# SEATING VS RANGE



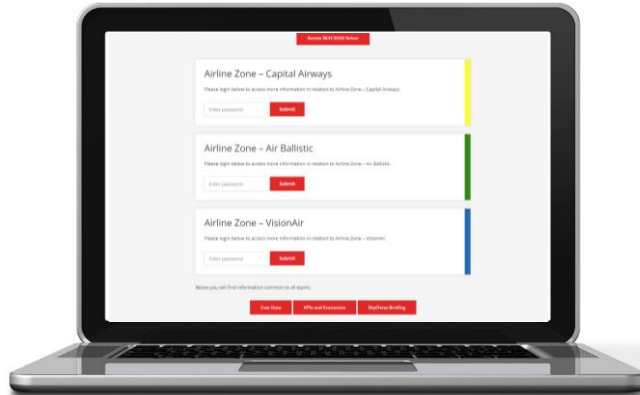
Manufacturers' range at maximum passenger load



# ACCESS

**www.ttlglearn.com**

*Go to SkyChess Players' Page*



**This briefing**

**+**

**Cost data**

**+**

**KPIs and**

**economic calculations**

**+**

**Data specific to each airline**

**www.ttlglearn.com**

*Go to: SkyChess Players' Page  
Select: 'Access SkyChess Abacus'*



**The 'Abacus'**

**For your inputs  
and access to reports**



# WORKING PRACTICE

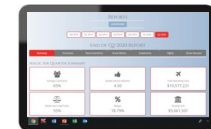
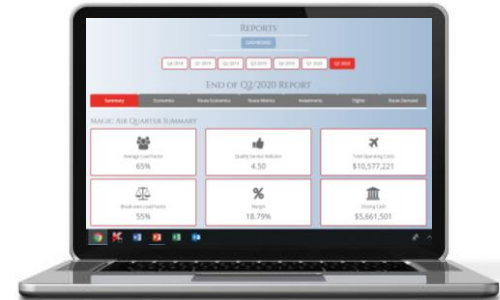
Fares  
Schedule  
Capacity  
Marketing



SKYCHESSE  
Centre



Results to your device



**TVR AEROSPACE**

White Knight Leasing

**Aston ProTech**

**JC Fuels**

+ any other negotiations





# GOAL SETTING

- **Bullet points**
- **Measurable**
- **Related to things you can influence**

**Goals**



- Market share 80% by end of game ✓
- Profit margin: 15% ✓
- Introduce nice red carpets ✗



# FIRST ACTIONS

- **Elect a CEO**
  - Fleet strategy and goals
  - Business model
- **Get organised**
  - Scheduling (and don't forget a timekeeper)
  - Financial analysis (Cash management)
  - Economic analysis (Costs and pricing)
  - Market analysis (Where do we fly? What do we invest in?)
  - Capacity needs (How many aircraft, and what sizes?)
  - Competitor analysis
  - The negotiation team

AND FINALLY...

