



Evolution of Safety through Pilot Training



July 12, 2012
Capital Hilton
Washington, D.C.



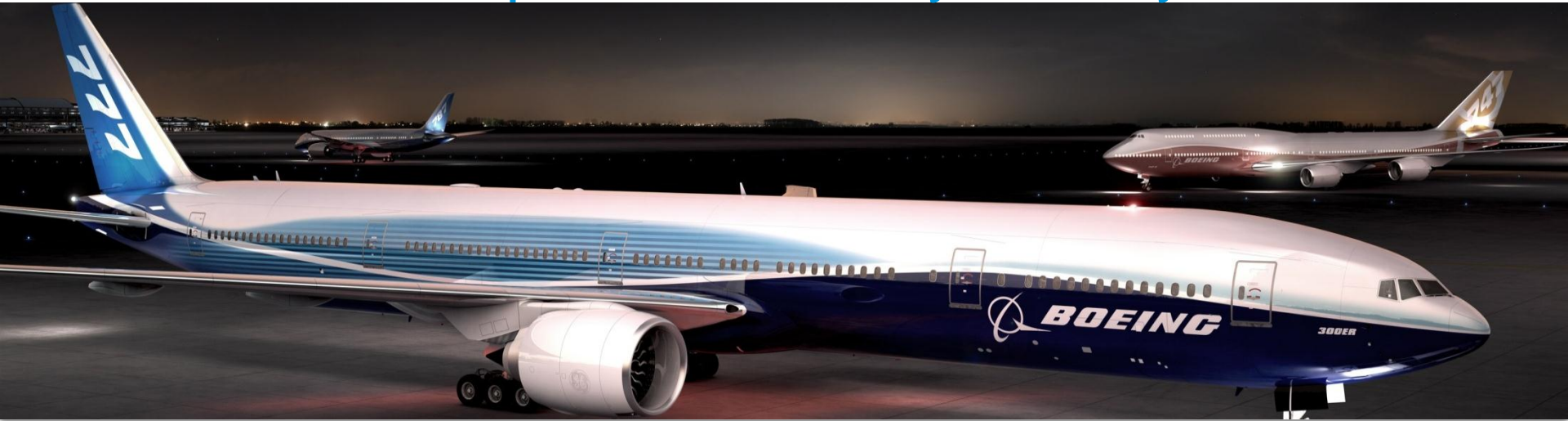
Pilot and Technician Hiring Forecast

Cultural and Generational Diversity

Captain Carl Davis

The Boeing Company

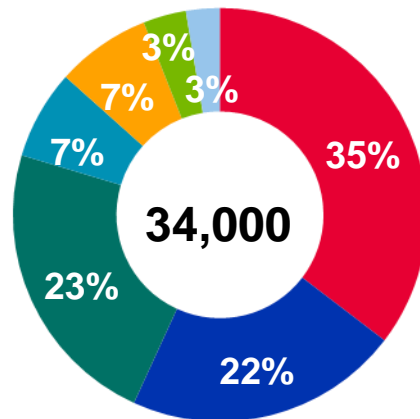
34,000 new airplanes in the system by 2031



New airplane deliveries by region

2012–2031

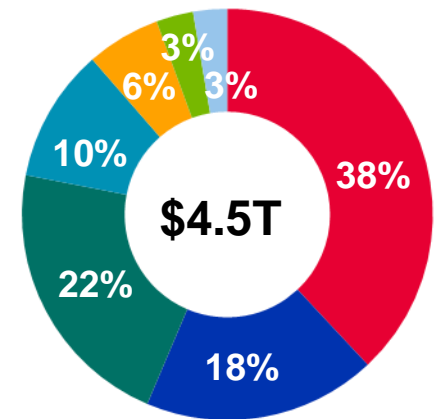
Region	Airplanes
Asia Pacific	12,030
North America	7,290
Europe	7,760
Middle East	2,370
Latin America	2,510
C.I.S.	1,140
Africa	900
World Total	34,000



Market value by region

2012–2031

Region	\$B
Asia Pacific	1,700
North America	820
Europe	970
Middle East	470
Latin America	260
C.I.S.	130
Africa	120
World Total	\$4,470B



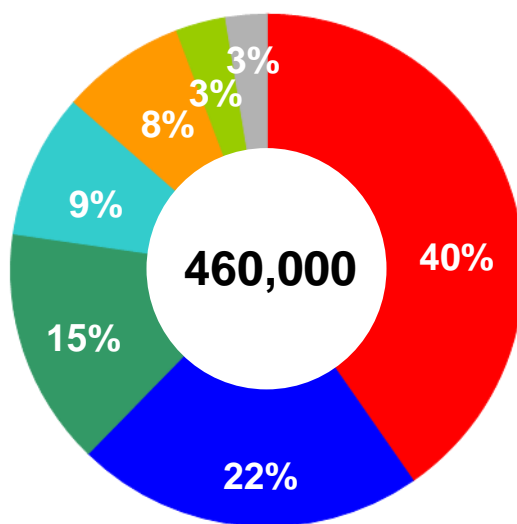


Demand for commercial airline pilots

2012 pilot outlook

New pilots by region

2012–2031



Region	Pilots
Asia Pacific	185,600
Europe	100,900
North America	69,000
Latin America	42,000
Middle East	36,100
Africa	14,500
CIS	11,900

Total **460,000**

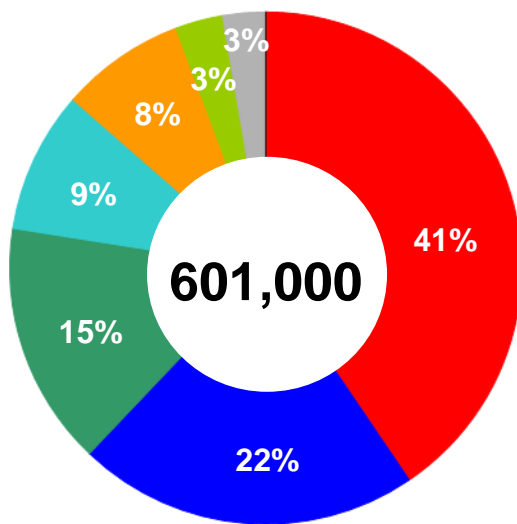


Demand for commercial airline technicians

2012 technician outlook

New technicians by region

2012–2031



Region	Technicians
Asia Pacific	243,500
Europe	129,700
North America	92,500
Middle East	53,700
Latin America	47,300
CIS	18,100
Africa	16,200
Total	601,000

Hiring Pipeline



Student Pilots

- Predominantly “Generation Y”

Instructors (Airline)

- Often from within ranks
- Pilot shortage = Instructor shortage
- Increased use of retirees = Boomers /Gen X's in instructor role

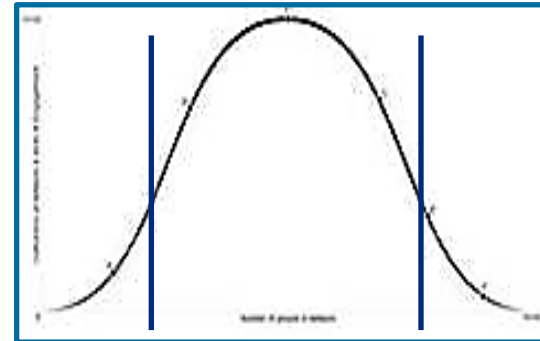
Archetype vs Stereotype

Archetype – scientifically researched

- Generalizations proven to apply to certain group
- A shared value that “insiders” would accept as representative
- Goal: inclusion

Stereotype

- Not scientifically based
- Generally used to degrade a group
- “Outsiders” view of another group’s behavior
- Goal: exclusion



Generational Differences Chart*

Common name	Traditionalists	Boomers	Gen “X”	Gen “Y”
Birth Years	1925-1942	1943-1960	1961-1981	1982-2004
Technology	Adapted	Acquired	Assimilated	Integral
Entitlement	Seniority	Experience	Merit	Contribution
Work is....	An obligation	A career	A contract	A means to an end
Work Assets	Dependable, hard working	Mission-oriented, team player	Adapts well to change, multi-taskers	Goal oriented, multi-task fast
Work Liabilities	Follow chain of command	Challenge authority of Traditionalist	Built portable resume, respect competence	Respect given for competency not title
Communication	Discrete	Diplomatic	Blunt/Direct	Polite

* www.wmfc.org/GenerationalDifferencesChart.pdf

Training must engage tomorrow's workforce



Generational diversity and new technology



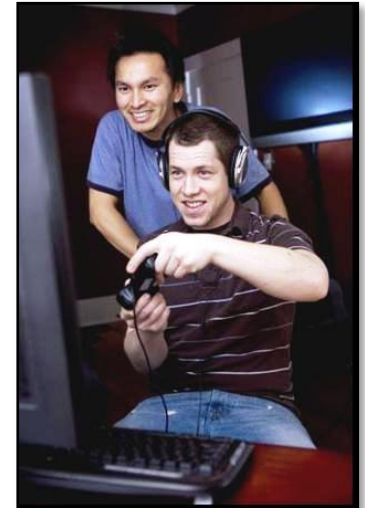
= world's 3rd largest country (900M members, half using mobile devices)



- 248,269 Jeppesen Aviation App downloads to date
- ~11,950 (of 15,850) iPads issued to Pilots to date (United, Alaska, Qantas, AeroMexico). ~500 (of 1500) Samsung devices issued to date (Polar/Atlas)
- 6B mobile telecom subscriptions at the end of 2011. Equivalent to 87% of the world's population

New system approach; leveraging tools and content to support

- Self-guided connections
- Actively engaged classroom
- Performance-based experience
- Advanced technologies
 - Composites
 - Computer driven aircraft
- Teaching the “iPad generation +”
- Can't teach old technologies only



Thank you...

