

## **Recruiting and Retaining Talent: The Key to Success in the Aviation Industry**

(Interview with Mehmet T. Nane, Chair, Board of Governors, IATA)

**1. How can the aviation industry attract new employees?**

The aviation industry has its own attractions as a sector. To attract new employees, we must highlight the bright future that awaits them including being part of an expanding industry that offers fantastic career opportunities, utilises the world's latest technologies while also presenting many social benefits such as discounted family tickets. This industry offers the chance to work in a growing and challenging sector alongside a multi-cultural workforce, that becoming part of it means the opportunity to improve oneself daily and have access to high quality social opportunities.

**2. What advice can you provide to your constituent firms and organisations for successfully attracting talent, given stiff competition from many other industries?**

I would encourage them to follow new technologies closely, create career development opportunities, and foster environments where their employees can exchange ideas and attract others through word-of-mouth recommendations. And lastly, to be empathetic. To attract people continuously, you should have a solid vision and create abundant opportunities for them.

**3. How can the aviation industry retain its current employees?**

By creating attractive and supportive work environments, serving career and self-development opportunities, providing a wide range of tools and equipment to ensure that jobs can be done effectively and efficiently. But most importantly, current employees can be retained only if we build and maintain trust in the companies as well as trust in the wider industry.

**4. What advice can you provide to firms and organisations to ensure that personnel have the necessary skills to advance the industry in the 21<sup>st</sup> century?**

Encourage them, provide the necessary tools, and give them the right opportunities to advance in the sector. Raise awareness about the power and the potential that the aviation industry has. Encourage the workforce to develop ideas, give and take continuously, while equipping them with the newest technologies, creating agility, encouraging teamwork, and offering support in every process.

**5. How can industry associations work together with aviation firms and other stakeholders to ensure that the industry attracts and retains talent from a diverse employment pool?**

The industry can attract and retain talent from a diverse pool by emphasising the power and the potential of this industry, as well as the sectoral and career growth opportunities within it. The sector can also attract the interest of target talent groups through a number of communications

measures such as awareness and information campaigns that include organising showrooms in and out of the country, infomercials and advertising, regular profiling of department managers in local and international press, and employer branding activities in social platforms such as LinkedIn. Talents should be well-informed that they can have a bright prospect in a challenging and growing sector.

-

- END -