



GREAT NORTH BUSINESS INCUBATOR



**COMPANY PROFILE
192-515 NPO
REG 2013/158285/08
PBO 930056433**



WHO ARE WE?

COMPANY PHILOSOPHY & PROGRAMMES

We believe that the rich learning experiences our programs offer can affect powerful and positive transformation individuals, in their communities, institutions and countries. We work with our partners globally to design and implement programs in which participants reach across – and live across – boundaries and borders. And we do this in an atmosphere of mutual respect, organized collaboration, and fun.

PROGRAMMING

We conduct 50-70 short-term programs each year for groups that range in size from 1 to 40 participants, and participants who are 16 to 60 years age group. Programs last anytime from one week to four weeks, after which time participants return to their communities, provinces and home countries. We tailor each program's content to its respective participant profiles, its thematic concentration, and its country or countries.

PROGRAM COMPONENTS AND METHODOLOGY

GNBI recognizes that the adult participants who take part in our project's are experts in their fields, and that youth entrepreneurs also bring a great deal of knowledge, innovation and creativity. We see our role as exposing them not only to new knowledge but also to widely different ideas, situations, emerging markets, developed markets and world-renowned entrepreneurs, leaders and advocates of economic empowerment. GNBI sessions stimulate thought and discussion, so that participants may build on their own knowledge and understanding. Conversely, we call on our foreign participants to help inform the South Africans they encounter about their cultures and expertise.



WHY WORK WITH US?

OUR PARTNERS APPRECIATE AND RELY ON GNBI'S STRENGTHS:

EXPERIENCE

GNBI staff has more than twenty years of experience providing training, business consultancy, specialist advice, exchange, and projects for countries worldwide.

DELIVERY OF EXPERTISE

GNBI has access to some of the top minds in South Africa and the continent. Our far-reaching network of professionals includes university professors, international and regional consultants, national and local government offices, and nongovernmental organizations.

ADAPTABILITY & SUSTAINABILITY

GNBI has developed an extensive array of courses and programs that can be adapted to suit the particular needs of our delegates, entrepreneurs, young leaders and trainers. GNBI provides follow-on components for our projects to maximize the scope and depth of the training provided.

EVALUATION

GNBI projects include a thorough evaluation component which extends from participant input and feedback during the country side programs to impact evaluations as each project concludes.

GNBI provides follow-on components for our projects to maximize the scope and depth of the training provided.

GIVING BACK TO THE COMMUNITY

Giving back to the historically marginalised communities in the developing countries and South Africa specifically, our work with a wide range of delegates and partners has led to profound intercultural learning experiences.



Course Overview

Aviation and Air Transport Management Program Overview

The Aviation industry is amongst the fastest growing industries in the world. It focusses on employing young people for their flexible energetic positive attitudes and passion. At GNBI Aviation Training programme , we are proud to incorporate different Aviation professional development short courses to provide the aviation employees access to this wonderful world of Aviation and Tourism. Be part of the growing industry.



Airline Leading Practices and Cost Reduction Strategies

Course overview:

Learn why airlines are launching multi-brand products to compete more cost-effectively in the marketplace. Over 5 days you will review successful airline leading revenue practices and a number of airline business models including Low Cost (short haul and transatlantic), Ultra Low Cost, Hybrid, Long Haul Low Cost and network carriers.

You will also learn how to contain specific airline costs by reviewing a number of airline strategic cost-cutting plans and incorporating necessary mechanisms and procedures to maintain a viable cost reduction program. Through case studies and real-life airline examples, learn how to maximize revenues through strategic segmentation, monetizing key units and products, among others in order to optimize profitability and returns.

Learning outcomes:

- Describe the models and strategies successful airlines use to compete in the market
- Analyse the cost management, revenue generation strategies, and competitive techniques that have succeeded in today's marketplace
- Determine the impact of global economics on your airlines cost base
- Compare the Ultra-Low Cost, Low Cost and Hybrid carrier business models, their strengths and weaknesses
- Summarize the latest technologies airlines are using to lower costs, while simultaneously raising revenues
- Leverage cost management techniques used at world class airlines to formulate strategies for your airline

Course Content:



- Global Airline Industry Overview
- Airline Economics
- Airline Business Model
- Successful Airline leading practices
- Revenue Management and Cost Strategies
- Customer Propositions: Competing by differentiation and brand leverage
- Changing-The-Model Versus Starting-From-Scratch: Experiences and lessons learned

Target group:

- Commercial Analyst, Managers and Directors
- Financial and Cost Control Analyst, Managers and Directors
- Strategy, revenue, planning, change management and cost control airline staff

Class Size : 10 Limited number.





Airline Business Models and Competitive Strategies

Course overview:

The need to understand what it takes to lead an airline to success through this dynamic and challenging learning environment! The GNBI business models and competitive analysis 5-day course will help you test your management skills, critical and strategic thinking. You will be able to transform poor performing and your own airline and decide on the network, fleet, schedule, marketing and revenue management.

You will position yourself or airline as a competitive force and command a healthy market share and profitability with real-life scenarios. Performance reports will be generated at the end of each session to show the impact of your different business strategies. This course is interactive and provides shorter lectures with more time spent on devising and testing business strategies. Using customized case studies and exercises, you will create scenarios such as airline start-up, growth, consolidation and mergers. Your objective is simple, be the most profitable airline!





Learning Outcomes

- Translate demand in an airline product
- Recognize what drives airline cost and revenue
- Understand the mechanics of airline financial and operational issues
- Improve problem solving and critical thinking
- Convert strategy into real tactics
- Value teamwork from a management view
- Defend and explain the strategic and tactical choices made by airlines

Course Content

- Business models
- Product development
- Network analysis and planning
- Pricing and revenue management
- Distribution and sales
- Aircraft evaluation financing and acquisition
- Marketing and branding
- Aircraft scheduling
- Building customer loyalty



Target Group:

- Middle management
- Senior management
- Past attendees of the Network, Fleet and Schedule Planning course or Airline Business Foundations.

Class Size : 20 Limited number.





Cargo marketing & advertisement

Course overview

Examine cargo demand and create marketing solutions for your target market; strategize creative and cost-effective marketing.



Learning Outcomes

- Recognize the sources of demand for air cargo
- Determine your customers' needs and position air cargo solutions to meet those needs
- Effectively segment your target markets
- Exceed your customers' expectations with product innovation, product quality, and efficient distribution
- Develop creative and cost-effective marketing strategies





Course Content

- Conducting marketing audits of your own organization, the competition and your customers
- Trade patterns & the macroeconomic environment, modal split, the air cargo value chain
- Efficient market segmentation and SWOT analysis
- Understanding brand value
- Advantages and disadvantages of different distribution channels – understanding the role of intermediaries

Target Group

- Cargo marketing analysts and managers
- Sales managers
- Cargo network analysts and managers
- Revenue Management analysts and managers

Class Size : 10 Limited number.





Leadership and Management Training in the Aviation Sector.

Course overview

The main challenge affecting many Airlines and Civil Aviation Authorities in Africa is a profound failure of leadership and management in articulating the current trends needed to effectively run these entities. Aviation Corporate scandals and loss making is a result of poor management and leadership. This course is designed to empower the aviation and Airline staff with current leadership and management principles for running their organizations as profitable entities.

This training program utilizes internationally recognized standards and techniques to run effective airlines and Civil Aviation authorities.

Learning Outcomes

- Apply your knowledge and skills in the aviation industry and make more effective decisions for your organisation
- Become a more valuable employee or potential employee by having a thorough knowledge of the air transport industry, its function and role
- Provide insight into current trends and issues in civil aviation, such as aviation safety and security, law and new technology
- Build or refresh management and leadership skills
- Respond to management challenges effectively



Ramp Resource Management Training and Development



Course Overview

In aviation, the continuous attention to flight safety has led to the fact that it is nowadays one of the safest means of transportation. Due to the consecutive safety improvements in technology, systems, training and procedures, further improvement of flight safety poses an ever increasing challenge to the aviation industry. In answer to that challenge, safety improvement initiatives spread from airlines and Air Navigation Service Providers (ANSP) to airports, Maintenance, Repair and Overhaul (MRO) organisations and Ground Service Providers (GSP).





In 2003, the Flight Safety Foundation (FSF) started the Ground Accident Prevention (GAP) program. The GAP program developed information and products in a practical format, designed to eliminate accidents and incidents on airport ramps and adjacent taxiways, and during the movement of aircraft into and out of hangars. The GAP program already identified human factors emerging as a dominant factor in ramp accidents and incidents [FSF in Aero Safety World, 2007]. Since then, several studies have focused on aircraft damage during ground handling activities [Balk, 2007, Bjelkerud & Funnemark, 2008]. Despite the several efforts to address the safety of aircraft ground handling, preventing incidents and accidents during, or as a result of, the aircraft turnaround process still poses a challenge to GSP.

In 2009, a Ground Safety Working Group (GSWG) was launched by the European Commercial Aviation Safety Team (ECAST). The establishment of the GSWG is the result of the ECAST process and the priorities identified by the ECAST Safety Analysis Team in 2006/2007. The GSWG promotes and facilitates at the European level the adoption of best practices on training for GSP. The team coordinates with major ground safety initiatives including ISAGO by IATA and GHOST by CAA UK. The topics of human factors and training have been addressed as ground safety issues for which new safety enhancement plans had to be developed.

The efforts of the ECAST GSWG have focused on safety culture in GSP and human factors emerging in the aircraft turnaround process. Since aircraft handling is a team effort, it has been suggested to include team-related elements in training of ramp personnel [Balk et al, 2010] to optimise the use of people, equipment and



The Great North Business Incubator RAMP training is based on efforts of the ECAST GSWG that has focused on safety culture in GSP and human factors emerging in the aircraft turnaround process. Since aircraft handling is a team effort, it has been suggested that this training should include team-related elements in training of ramp personnel [Balk et al, 2010] to optimise the use of people, equipment and information. Since these are the resources available in the aircraft turnaround process, the concept has been called Ramp Resource Management (RRM). Appropriate allocation and management of these resources aim to avoid aircraft damage, incorrect loading and injuries.

To address these issues in such a way that GSP and individual workers gain the maximum benefit, activities were started to develop a RRM training syllabus, which aims to provide best practices in conducting team-related training to improve safety, communication, effectiveness and efficiency in aircraft ground handling.

Learning outcomes:

- Decrease the number of incidents of aircraft/equipment damage and personal injuries;
- Increase awareness and recognition of human factors and their effect on the aircraft turnaround;
- Improve safety barriers against human error;
- Decrease operational disruptions;
- Increase efficiency;
- Increase individuals' awareness of being part of a larger and more efficient team.
- Build a sustainable relationship between the airline and handler management

The ultimate goal of RRM is to prevent fatal air accidents through reduction of errors during the aircraft turnaround process and management of the effects of errors that still occur.





TARGET GROUP:

The target group for RRM training is ramp personnel, consisting of permanent and temporary employees, supervisors and team leaders. After a first phase of training, this target group may be extended to e.g. planners and managers.





Safety Management System (SMS).

Course overview:

This Short course introduces participants to the key tools to manage a performance-based SMS. The processes examined are equally applicable to airline, airport, Air Traffic Management and other aviation operations.

Participants will be able to streamline the operational and business processes of their companies and demonstrate improved safety performance to their Board of Directors, insurance underwriters, their clients and customers, and the regulatory agencies that oversee them. Managers and staff from Safety Offices will particularly benefit from the course, as will representatives from Civil Aviation Authorities

Learning Outcomes

- Proactively manage safety
- Upgrade your organization's SMS tools
- Integrate SMS into other management systems
- Improve safety culture



Target Group:

This course is recommended for:

- Safety Managers
- Operations Managers
- Senior-level Manager

Class Size : 10 Limited number.

www.gnbi.org.za



Integrated Aviation Management Systems

COURSE OVERVIEW

The fall and failure of most airlines in Africa has triggered the need for improvement in the management systems. This integrated Aviation management system will equip civil aviation and airline personnel with the requisite skills in Integrated management systems. This is what African Airlines and Civil Aviation Authorities need to match with the International Aviation Transport Authority regulations (IATA).

Learning Outcomes

- Integrate Safety Management System (SMS)
- Security Management System (SEMS)
- Quality Management System (QMS)
- Supplier Management System (SUMS)
- Enterprise Risk Management (ERM)
- Environment Safety Management System (ESMS)
- Crisis Management
- Relevance of the IATA Operational Safety Audit (IOSA) and IATA Safety Audit for Ground-handling Organizations (ISAGO).
- Implement a phased approach in your aviation organization

Target Group

- Civil Aviation Authorities
- Airline managers and operational staff
- Airport managers

Class Size : 10 Limited number.





Security Risk and Crisis Management



COURSE OVERVIEW

This course helps you to address security vulnerabilities in your organization and handle the aftermath of a crisis. Improve your understanding of risk management and understand how to prepare a risk assessment of your organization by correctly assessing and quantifying threat. Learn how to minimize risk by reviewing current threats to the aviation industry.

When the unexpected does happen, it is important to be prepared. Explore the causal factors that lead to a crisis and gain the skills you need to respond quickly and effectively. Equip your facility and staff by developing a crisis plan, gathering an emergency response team, and preparing a crisis center. Improve your communication skills when faced with external parties, such as the media, politicians and other sectors.

Learning Outcomes:

- Analyse emerging trends in attacks against civil aviation
- Identify areas of vulnerability within your organization
- Prepare a risk assessment for your organization
- Report and recommend countermeasures
- Develop a crisis management plan for your organization
- Improve your communication skills both internally and externally during a crisis

Target Group

- Airline, airport and civil aviation authorities
- Legislation and administration sector
- Insurance and aviation security consultation

Class Size : 10 Limited number.





Lean - Six Sigma in Aviation



COURSE OVERVIEW

Lean Six Sigma is a proven methodology that drives continuous improvement in organizations and enhances customer satisfaction by systematically removing waste.

This course will provide you with an overview of the lean methodology and the tools necessary to support improvement projects and the application of Lean Six Sigma in your company.

Learning Outcomes of the Course

- Understand and apply the Lean Six Sigma methodology
- Leverage Six Sigma tools to any aspect of a business
- Use a consistent approach to continuous improvement
- Improve time and performance management
- Save costs through streamlined processes
- Increase customer satisfaction and loyalty

Target Group

- Anyone involved in evaluating operational performance wishing to understand lean management.
- Managers
- Supervisors

Class Size : 10 Limited number.



Airport Operations Course

COURSE OVERVIEW

The aim of the Airport Operations course is to provide managers and airport practitioners with a range of skills and key insights into airport operations and safety management.

A major part of the course will focus on how airports function as operational entities and what are the key information flows between participants within an airport and how these can be improved to maximise efficiency. It is essential that airports maintain the highest possible standards of safety for both passengers and staff. The development of an airport safety management system will also form part of the course.

Learning outcome:

On successful completion of the course, delegates will be able to:

- Explain key airport operations and describe their contribution to service provision.
- Evaluate the thought processes required in effective airport business recovery following an airport incident or process change.
- Critique the requirement for (and the components of) a robust airport security plan and safety management system.

Target group:

- Directors and managers employed in airport operations and safety management
- Management consultants involved in airport operations and safety management
- Airline managers with responsibility for relations with airport authorities
- Government regulators.



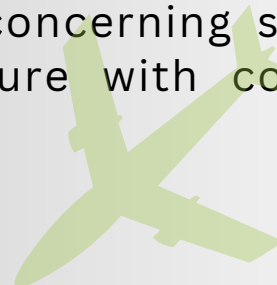
Aviation on the Ground: Safety Culture in a Ground Handling Company

COURSE OVERVIEW

Ground handling work performance is an important part of the civil aviation flight cycle. Safe and efficient performance in handling aircraft when refuelling, loading and unloading, towing, and so forth has to be attained. Safety concerns both aircraft and front-line personnel. Aircraft on the ramp can be unintentionally damaged due to improper management of heavy vehicles in their direct vicinity.

The ramp is also a dangerous and risky working environment for front-line personnel. Safety and economy are strongly coupled in this type of operation. Aircraft are extremely expensive to repair, and delays or cancelled flights due to aircraft damage result in indirect costs that can be substantial.

Well-functioning safety management work plays a decisive role in minimizing the risk for both small-scale accidents (e.g., work injuries; minor damage to aircraft, equipment, and luggage) and large-scale aircraft accidents. It is believed that successful safety management in an organization depends largely on the existing safety culture (Bailey, 1997; Kirwan, 1998; O'Toole, 2002). Basic value norms, and attitudes concerning safety, as well as the existence of a learning culture with continuous improvements, can be crucial.





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Effective Leadership and Management Training in the Aviation Sector

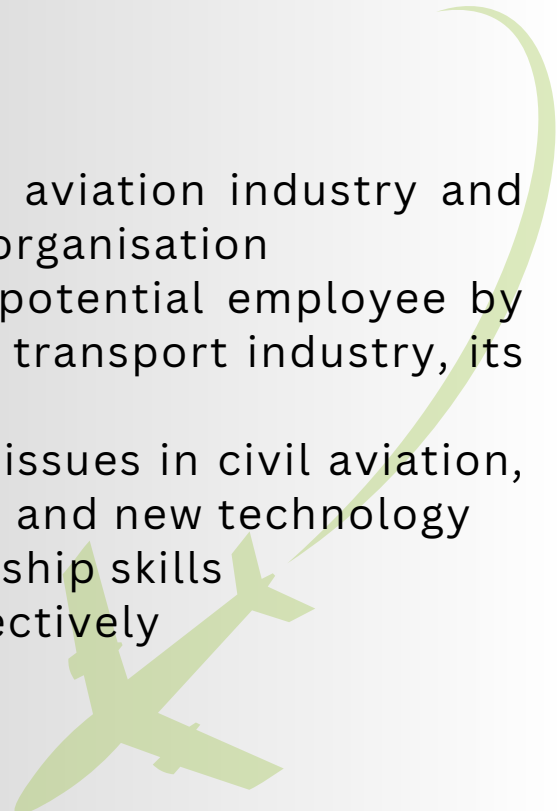
Course overview

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Learning Outcomes

- Apply your knowledge and skills in the aviation industry and make more effective decisions for your organisation
- Become a more valuable employee or potential employee by having a thorough knowledge of the air transport industry, its function and role
- Provide insight into current trends and issues in civil aviation, such as aviation safety and security, law and new technology
- Build or refresh management and leadership skills
- Respond to management challenges effectively

Class Size : 10 Limited number.





Effective team building and stakeholder management

COURSE OVERVIEW

The purpose of this course is to create a new level of teamwork awareness and increase participants' ability to work with others, in a collaborative and effective fashion, while continually building teamwork within their organization. Participants will learn how to build trust with peers and plan strategies to manage stakeholder interaction and engagement. Through the Harvard Business Publishing Change Management simulation, participants experiment with different strategies for effective change management and explore power, influence and resistance to change while attempting to persuade key members of an organization to adopt a change initiative.

Learning Outcomes

- Navigate team dynamics and challenges.
- Play an active role in being a part of a high performing team.
- Improve decision making, identify opportunity, face challenges and conflict more effectively using collaborative techniques.
- Communicate efficiently as a team player knowing what strengths you bring to the team.
- Assess and mitigate the effects of change within an organizational environment and their impact on your team.
- Plan and manage a stakeholder engagement strategy that integrates cross-functional perspectives and needs.
- Exercise influence within your organization and stakeholder environment.

COURSE CONTENT



- Transition from individual to team performer
- Increased self-awareness of one's strengths
- Using cooperative skills to improve team performance
- Ability to adapt to change and lead through VUCA (Volatility, Uncertainty, Complexity, Ambiguity)
- Change management phases and strategies
- Building trust with stakeholders
- Stakeholder influence and communication

Target Group

- Team members seeking to improve their methods of working together, improve their teams' effectiveness and work better with their peers.

Class Size : 10 Limited number.





Executive Leadership Program for Women in Aviation

Learning Outcomes

- Apply your knowledge and skills in the aviation industry and make more effective decisions for your organisation
- Become a more valuable employee or potential employee by having a thorough knowledge of the air transport industry, its function and role
- Provide insight into current trends and issues in civil aviation, such as aviation safety and security, law and new technology
- Build or refresh management and leadership skills
- Respond to management challenges effectively

Course Content

- Role and function of world aviation organizations
- Role and function of Civil Aviation Authorities (CAAs)
- Role and function of airlines
- Role and function of airports
- Role and function of Air Navigation Services (ANS) providers

Target Group

- Junior-level managers in all fields of aviation
- Managers entering the aviation industry

Class Size : 10 Limited number.





HOW TO REGISTER

Follow instructions below to register

- Online Registration Form to be completed - Click Link **www.great north business incubator.org.za**, our admin is notified immediately and then you need to pay the registration fee of **ZAR1000.00** (*Please use your name and surname as reference to enable the matching of your deposit with your registration*)
- You pay online on our website or do a direct deposit or via EFT
- Email your Proof of Payment to info@gnbi.org.za
- Once GNBI receives both registration form and POP we will contact you regarding the next steps



Course Price list - Shared upon request

COURSE NAME	DURATION	DATES	COSTS
Cargo Marketing and Advertising	5 Days	05-09/05/2025 25-29/05/2026	TBA
Air Transport Fundamentals for the Leadership & Management	10 Days	12-23/05/2025 01-12/06/2026	TBA
Aviation on the Ground: Safety Culture in Ground Handling Company (RAMP)	5 Days	26-30/05/2025 15-19/06/2026	TBA
Leadership Development Program in the Aviation sector	10 Days	02-13/06/2025 22/06-03/07/2026	TBA
Customer Service in the Aviation Industry	5 Days	16-20/06/2025 06-10/07/2026	TBA
Corporate Risk Management In the aviation	5 Days	23-27/06/2025 13-17/07/2026	TBA
Building Teamwork and Stakeholder Management	5 Days	30/06-04/07/2025 20-24/07/2026	TBA
Integrated Aviation Management System - IAMS	5 Days	07-11/07/2025 27-31/07/2026	TBA
Safety Management Systems (SMS) in Aviation	5 Days	14-18/07/2025 03-07/08/2026	TBA



Course Price list

COURSE NAME	DURATION	DATES	COSTS
Developing an Effective Safety Culture in the Aviation sector	5 Days	21-25/07/2025 10-14/08/2026	TBA
Effective Aviation operations management (Lean - Six Sigma in Aviation)	5 Days	28/07-01/08/2025 17-21/08/2026	TBA
Human Trafficking in the Aviation sector	5 Days	04-08/08/2025 24-28/08/2026	TBA
Business Models and Competitive Strategies in the civil aviation services	5 Days	11-15/08/2025 31/08-04/09/2026	TBA
Airline Leading Practices and Cost Reduction Strategies	5 Days	18-22/08/2025 07-11/09/2026	TBA
Executive Leadership Program for Women in Aviation	5 Days	25-29/08/2025 14-18/09/2026	TBA
Security Risk and Crisis Management in the Airline	5 Days	01-05/09/2025 21-25/09/2026	TBA
Diplomacy for executive Assistants, Pas, and Executive Managers	5 Days	08-12/09/2025 28/09-02/10/2026	TBA



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