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Welcome!

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The 8 Magic Tricks To Kill Flight School Business



Presented by
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Ned Parks

- ATP, CFI-H/A AGI 4,300 + Hours
- Owns Aegis 360 Consulting a global provider of business solutions connecting leadership, culture strategy.
- Owned or operated four flight schools and FBO's, Part 61, 141, 135
- U.S. Army Helicopter Instructor Pilot
- Currently working on CFII and Glider ratings
- FAASTeam Representative

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The 8 Magic Tricks To Kill Flight School Business

Are you a magician and don't know it? Which of these 8 tricks, are you or one of your staff performing?



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Culture is Built on Values and Delivered by Leaders

*“Culture is the unwritten rules and norms of a group
of people.”*

Ned Parks

Creating a
Culture of Agreement not a Culture of Compliance™

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Measures of Culture

Desire to improve

Trust

Values

Customer Service

Compassion

Driving culture is not easy and is never ending.

Leadership Responsiveness

Accountability

Ethics

Employee Turnover

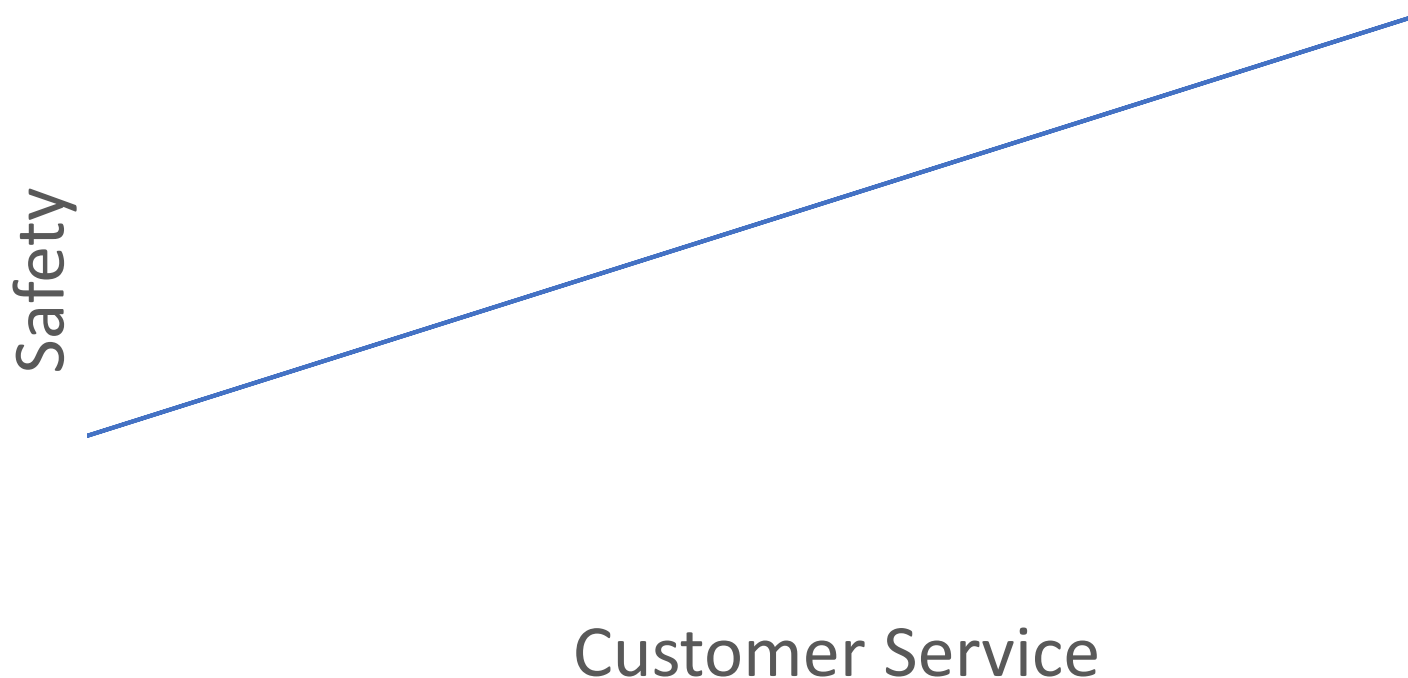
Leadership

Safety

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Customer Service and Safety

Customer Service/Safety Relationship



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Trick #1 Ambivalence to new customers

- ***“There is a brochure right over there”***
- Stand up, shake their hand and introduce yourself
- Show interest in them
- Turn it into an interview
- Show them the clean and well-organized classroom
- Let them experience 20 minutes on the simulator
- Get to the details last

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Trick #1a Ambivalence to safety

- ***“We don’t have time to use the checklist all the time, just don’t forget it on your check ride.”***
- Drive a culture of agreement to safety
- Teach it and live it.
- Use the seat belts and check list in the simulator

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Trick #2 Assuming the goals of the student

- ***“You look a little old to be an airline pilot”***
- We are there for them not the other way around
- Don't take them to your goal, take them to theirs

Trick #2a Assuming the student does not value safety

- ***“Just do a straight in from here it will save you some money.”***
- There is no need to save them money by skipping on safety. Good students do not want you to do that.

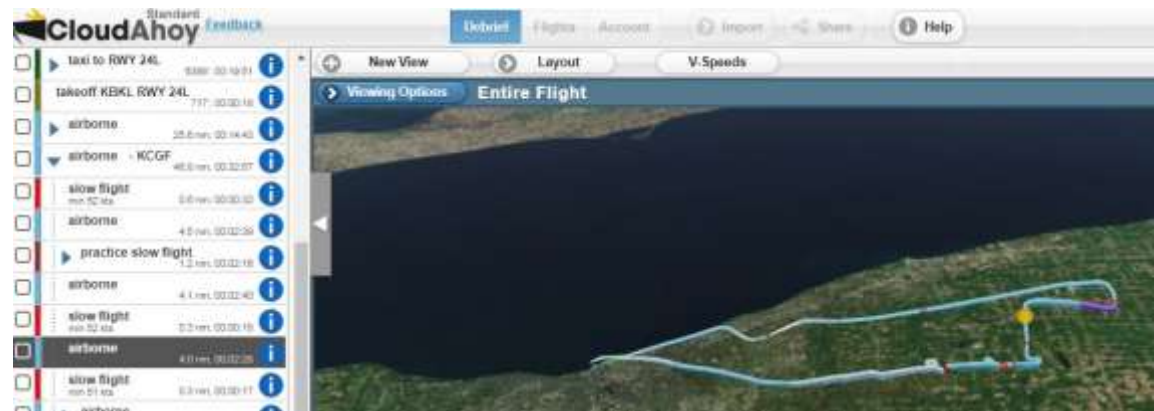
Trick #3 Failure to set the next appointment

- ***“See you next time you book a lesson”***
- The last thing you do after the debrief is get out the calendar, set the next appointment and assign the homework.



Trick #3a Failure to conduct a through debrief

- ***“Great flight!”***
- There is always more that can be taught.
- Connect some portion of the flight to a safety topic.
- ALL students go home with a safety topic to review or video to watch.



Trick #4 Tell the student how expensive it is

- ***“The first thing you need to know is that it is really expensive”***
- Let them decide price vs. value, your job is to show them the value.

“Price is what you pay value is what you get.”

- **Warren Buffett**

Trick #4a Devalue safety

- ***“I know the gyro does not work but they are really expensive to replace and we would have to raise the rates.”***
- Don't cut corners.
- Put value on safety, it does not have to be massively expensive, but it is not free either.
- What else are you cutting corners on?



Trick #5 Tell the customer how hard it is

- ***“Um this is going to be really hard for someone your age”***
- If you have committed trick # 1 and not learned anything about the customer, you have no idea if it will be hard for this customer or not.

Trick #6 Arrogance

- ***“I stopped logging flight time at 15,000 hours it was just a pain in the neck to keep up with all that FAA stuff.”***
- Umm if you think the regulations are crap what the “*” do you expect the student to think.



Trick #7 Hero Stories

- ***“The last time I did this maneuverer the student screwed it up and thankfully I saved us both.”***
- Unless the story has true teaching relevance---SHUT UP AND FLY



Trick # 8 Don't return phone calls or emails

- ***“yea, we are really bad at returning phone calls and emails so don't use them.”***
- First it is 2019 not 1819, second that is just rude



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Bonus Trick—Have a web site that does not work or out of date

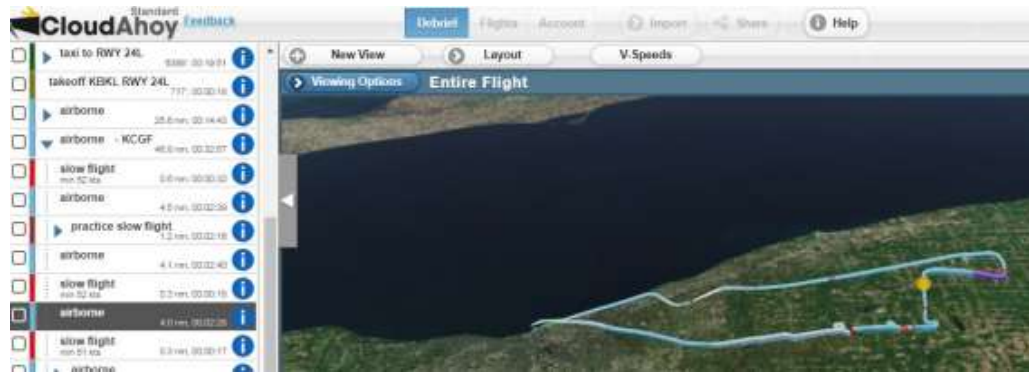
- ***“We got rid of that aircraft years ago, who told you we have that?”***
- Clean crisp
- Current pictures
- Contact information on EVERY PAGE
- Basic information
- Sense of community

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Lighting Round

- Learn to see your business through the eyes of the customer (EOC)
- Learn to hear your business through ears of the customers (EOC)
- Voice of the Customer (VOC) – Feedback from the customer what they value.
 - What they value is what they will pay for
 - What they will pay for is what you can charge.

Adding Value



Final Thoughts

- Ned Parks
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“Price is what you pay; value is what you get.”
Warren Buffett

Thanks for Watching!

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