

# **CULTURE NEEDED IN AN AIRLINE INDUSTRY TO RIDE THE TALENT SHORTAGE**



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The airline industry is facing a significant talent shortage due to a variety of factors such as retirements, attrition, and the high demand for skilled workers. To ride this talent shortage, airlines need to develop a culture that attracts and retains talent. Here are some key cultural aspects that can help airlines to do so:



1. **Employee engagement:** Airlines need to create an environment where employees feel valued, respected, and engaged. This can be achieved by providing opportunities for employees to contribute, recognizing their efforts, and providing regular feedback.
2. **Diversity and inclusion:** The airline industry serves a diverse customer base, and a diverse workforce can better serve those customers. Airlines need to create an inclusive culture that values and respects differences and provides equal opportunities for all employees.
3. **Continuous learning:** The airline industry is constantly evolving, and employees need to stay up to date with the latest technologies, regulations, and customer needs. Airlines need to provide ongoing training and development opportunities to their employees to keep their skills relevant and up to date.
4. **Flexibility:** The airline industry is known for its demanding schedules and irregular working hours. Airlines need to provide flexibility in work arrangements, such as remote working, flexible hours, and job sharing, to attract and retain employees who value work-life balance.
5. **Innovation:** The airline industry is highly competitive, and airlines need to stay ahead of the competition by fostering a culture of innovation. Airlines need to encourage employees to think creatively, experiment, and take calculated risks to develop new products, services, and processes.

6. **Recognition and rewards:** Airlines need to recognize and reward employees for their contributions and achievements. This can be achieved through performance-based bonuses, career development opportunities, and other non-monetary rewards.
7. **Safety culture:** Safety is of utmost importance in the airline industry, and airlines need to foster a safety culture where employees are encouraged to report safety concerns and are provided with the necessary training and resources to maintain high safety standards.

**In summary,** to ride the talent shortage in the airline industry, airlines need to create a culture that engages, values, and develops their employees. By doing so, airlines can attract and retain the best talent, and ensure their long-term success in a highly competitive industry.



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