

Airbus switch programme

A UNIQUE ACTION LEARNING PROGRAM

early
makers

em
lyon
business
school

A unique skill - and leadership - development program for executives in the aeronautical, space and defence sector

Who is it for?

The Leadership University, a subsidiary of the **Airbus Group**, has partnered with **emlyon business school** to implement a skill-development program for their **senior executives**.

How is it run?

The program is based on an Action Learning project (learning via hands-on experience) for a period of ten months. Teams consisting of 4-5 Airbus senior managers have to:

- **Work** on a real strategic issue within a partner company (outside of the Airbus network).
- **Put forward** creative and high added-value solutions (projects are established with the partner company).
- **Provide a debriefing** and implement their experience by applying it to their own area of responsibility.

In 2017

- **51** Airbus executive managers took part in the program
- **17** projects selected
- **17** business partners

Program structure

- > **An Action Learning project held in collaboration with the partner company** for a duration of ten months: remote working sessions and four half-days spent at the company.
- > **Five residential modules** led by facilitators of the Leadership University in partnership with project tutors from the **emlyon business school**:
 - **Module 1:** Establishing a team, choosing a project and making initial contact with the partner company.
 - **Module 2:** Identifying the issue, collecting and analysing data, creating a project framework and presenting initial results.
 - **Module 3:** Generating ideas, working closely with the partner company and following-up on results.
 - **Module 4:** Deciding on recommendations and solutions and establishing actions.
 - **Module 5:** Implementing actions and presenting final results.
- > **Project tutoring** is face-to-face during the modules and virtual in-between the modules. Participants will benefit from tutor support and have access to entrepreneurial tools such as the 'business model canvas'.
- > **Presentation of project results** with conclusions and recommendations given to the partner company.
- > **Provide a debriefing** of their experience and of the added value created for the partner company.

Partner company profiles

- > International corporations, SMEs, MSBs, start-ups, NGOs, etc.
- > All sectors. The only prerequisite: no business relationship with Airbus.
- > **Location:** primarily the cities of Bristol, London, Hamburg, Munich, Stuttgart, Madrid, Seville, Marseille, Paris and Toulouse. The geographical location of companies in other major cities is also accepted.

«Participate to this program was a very positive experience for our company which developed a large organization vision of our work. It was also a very positive experience for the Airbus team who was totally immersed into a start-up environment. It discovered others ways of working and others ways of approaching innovation.»

Maël Ezzabdi // The Cosmo Company

The organisation of a project

- > **Teams of 4-5 senior managers** work as 'consultant-experts' in your company on a large-scale strategic project. The project scope, topic and expected outcomes will be specified by you together with the project team and tutor.
- > The teams work with and for you **for a period of ten months** (via remote working sessions and four half-days spent at the company). They will benefit from tutoring by **emlyon business school** professors who will ensure the project continues to progress.
- > The final format of the delivery of the project (expected outcomes) will be established with you and **based on your requests and requirements**.
- > The project's completion schedule and overall framework will be adapted to meet your needs.
- > If you have not identified a strategic requirement, the project team will be able to perform **an analysis of your business model and make proposals**.

Over five years, more than 100 partner companies have already taken part in the program.

Contact

If you too would like to participate in the 2018 program, or know a person or business that may be interested, please contact:

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Benefits of the program for the partner companies

- > **Free** advice and a **real** solution for a project or a strategic review that you are leading or would like to lead. Carried out by a group of experienced senior executives in partnership with a business school that is considered among the world's best.
- > Professional and personal **enrichment**, and **innovative ideas** for your company.
- > **A close partnership** with the Airbus Group and its ecosystem.
- > The opportunity to participate in a **unique and innovative experience** which connects experts and managers across global companies.

More information

executive.em-lyon.com/en/switchprogram



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