

WHITE PAPER

FARNBOROUGH
INTERNATIONAL



THE "WINGS"
PROGRAMME

2018



MOONSHOT



Farnborough International's "WINGS" programme was rolled out in anticipation of the 2018 Farnborough International Trade Show and public airshow. The programme was designed and delivered by the MoonShot Team.



For this programme, the Farnborough International Leadership Team was taken through a facilitated process to set out the foundation of the WINGS Programme. This included multiple sessions to determine the following programme framework items to be integrated into already established organisational values (PRECISION - PARTNERSHIP - POSITIVITY).



Key Framework Modules

Building Blocks of Our Culture

- Common Purpose
- Our Values
- Service Standards
- Culture Standards
- Three Steps to Courtesy and Kindness
- Traditions, Symbols and Language
- Recognition Programme
- Staff Identity



Programme Framework

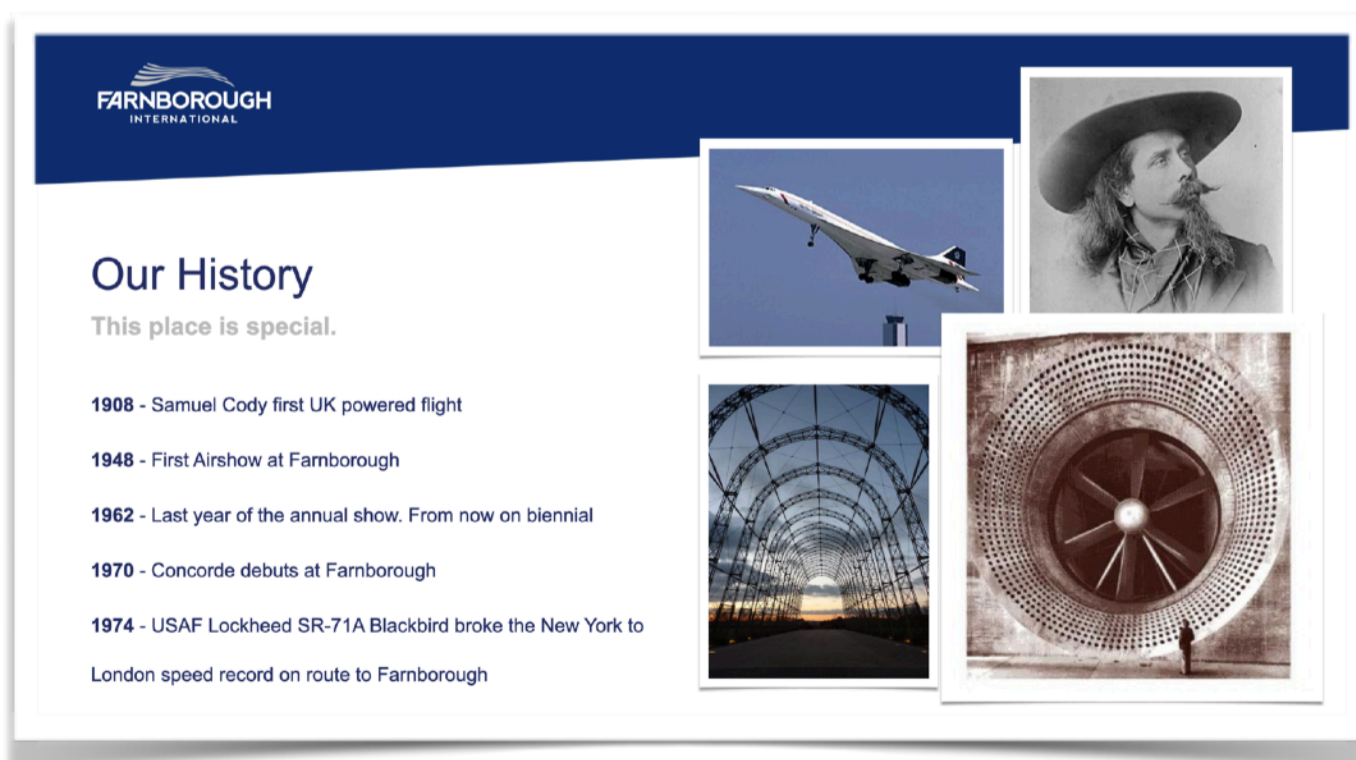
COMMON PURPOSE

The Common Purpose was established through a cross functional team in early 2018 leading up to the launch of the programme. To learn more about this process, watch this video. [VIDEO LINK](#)



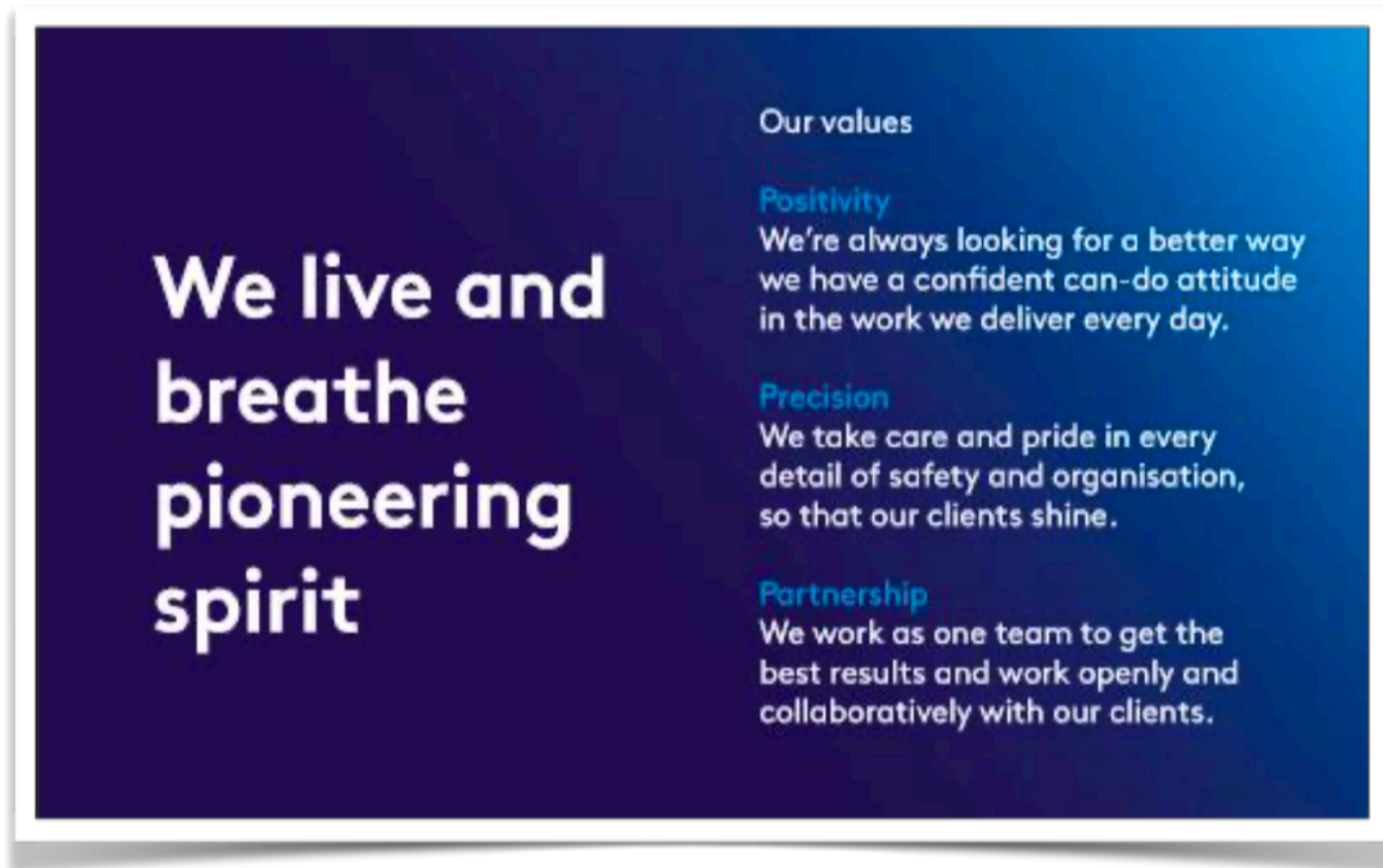
HISTORY

An integral part of every staff induction programme is the connection between the attendee or staff member and the organisation's history and legacy. This provides both accountability and a larger sense of purpose for the staff member.



VALUES

In this instance, Farnborough International had already established their values so they were integrated into the WINGS programme.



We live and breathe pioneering spirit

Our values

Positivity
We're always looking for a better way we have a confident can-do attitude in the work we deliver every day.

Precision
We take care and pride in every detail of safety and organisation, so that our clients shine.

Partnership
We work as one team to get the best results and work openly and collaboratively with our clients.

SERVICE STANDARDS

Quality, experience or service standards define the “how” behaviours and actions required to deliver the desired culture. [Select this LINK to check out the training video produced by the MoonShot Team.](#)



FARNBOROUGH INTERNATIONAL

OUR QUALITY STANDARDS
This is how we deliver our experience.

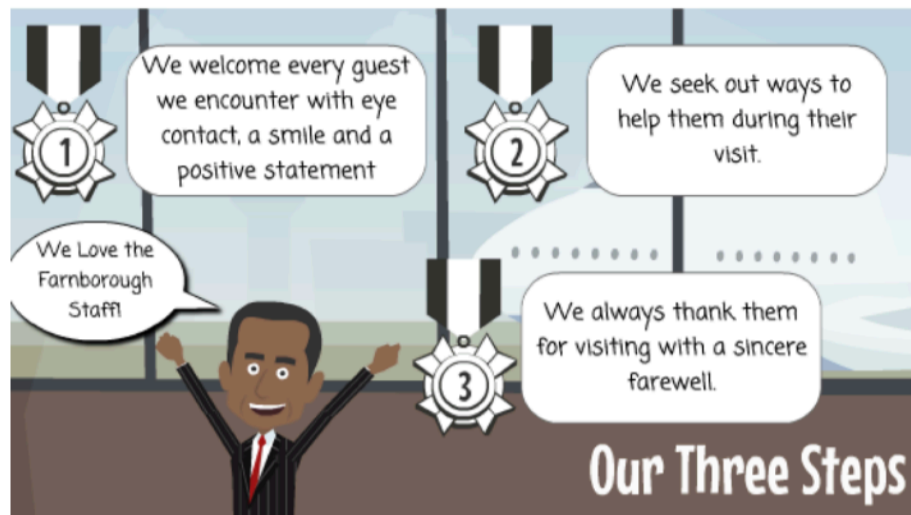
FARNBOROUGH INTERNATIONAL

**SAFETY. EXPERIENCE. COURTESY AND KINDNESS.
CLEANLINESS. FUN.**



Our Three Steps to Courtesy and Kindness

Every interaction. Every guest.
Every interaction with our colleagues



We strongly emphasise the importance of everyday interactions with FIL visitors and guests.

Operational Training Support

Every two years, Farnborough International hosts the world famous Farnborough International Airshow. As well as supporting the FIL Team throughout non air show years with delivering the WINGS Programme, we also add additional webinar and in person training sessions during the air show year. We offer two key courses, one for returning air show staff, who attend the Veteran WINGS sessions and for new staff, the Rookie sessions. Please see adjacent briefing document that our team uses to brief staff on event days.

SAFETY

EXPERIENCE

CLEANLINESS

COURTESY & KINDNESS

FUN

DAY 1 - TRADE SHOW

Staff Briefings - KEY POINTS TODAY

1. Thank you for representing TEAM FARNBOROUGH. You are an integral part of the Farnborough guest experience.
2. Weeklong focus on the Three Steps to Courtesy and Kindness.
 1. Give a warm welcome, smile and positive statement
 2. Help them on their journey
 3. Give them a sincere farewell



3. Today's Quality Standard

SAFETY

Q. How can we play a role in SAFETY today? (ASK THE TEAM!)

Examples: Look for hazards like uneven surfaces, exposed wires, water on floor. If you see something, say something. Stop anyone with a radio or contact your leader.

4. WINGS Recognition Programme - Earn a pin for each of the five quality standards (noted above). Recognition Team out on the venue all day. If you get all five, you get an additional WINGS "AMBASSADOR" Pin.
5. Have a great day and thank you for being an important part of the Farnborough Experience.

MOONSHOT

