



## Sample V2MOM

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| <b>Vision</b>    | To be the best, most innovative, customer-focused global airline that reaches \$1 billion in revenue by 2018.   |
| <b>Values</b>    | <p><b>Customer Service</b> – Nothing is more important than delivering on time, high-quality, state-of-the art service and customer experience. We will surprise and delight our customers with a unique experience that wows them every flight.</p> <p><b>Growth</b> – We will grow rapidly and outpace our competitors.</p> <p><b>Innovation</b> – We will use the most state-of-the-art technologies and challenge the status quo to innovate and enhance our quality, on-time performance, and customer experience.</p> |
| <b>Methods</b>   | <ul style="list-style-type: none"><li>• Develop and implement partnerships with larger, more established airlines to increase our sales, customer base, and global footprint.</li><li>• Implement our proprietary new technology that drives sales and marketing, innovates the reservation process, and expedites the check-in process.</li><li>• Deliver amazing customer service by implementing new processes, approaches, and mindsets so that our customers are delighted on every flight.</li></ul>                  |
| <b>Obstacles</b> | <ul style="list-style-type: none"><li>• Budget limitations make it difficult to invest in the necessary training and development our staff needs to consistently deliver wow experiences.</li><li>• Competition for talent in the industry makes it challenging to hire the volume of new employees we need to sustain our rapid growth.</li><li>• Customers will have little patience for down time as we implement new technologies.</li></ul>  |
| <b>Measures</b>  | <ul style="list-style-type: none"><li>• \$1 Billion dollars in revenue by the end of 2018</li><li>• Acquire a top ten global airline by end of 2018</li><li>• Launch new sales, reservation, and check-in platform by Q2 of 2017</li><li>• Train our existing 20,000 employees in our new customer experience approach.</li><li>• Achieve a 95% customer satisfaction rating</li><li>• Win JD Power Customer Service Award</li></ul>  |