



Tilmann's Monthly Newsletter September 2014

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The price of doing the same old thing is far higher than the price of change.

Bill Clinton

1. What Is Your Social Capital?

Last week I spent two days with the great mentor and coach Alan Weiss in Rhode Island. One of the discussions we had, was to choose our favorite thought leaders (political, industrial, arts) and how great it is to call some of them associates or friends. Building your social capital is hardly possible via social media, even though it is used heavily for exchange of thoughts. I see a difficulty that meeting of minds is possible via the internet.

Nowadays, many of us seem to think that 1000 contacts on LinkedIn or Facebook establish our social capital and that is all we need to progress in our careers. LinkedIn certainly markets this idea. Really? It seems to me we may thereby be losing our ability to establish and intensify contacts and exchanges, especially if we assume that 100 tweets per day are enough thought exchange. Am I mistaken to realize a growing hesitance of attending networking events and conferences to meet peers, superiors and thought leaders?

Social media platforms do not build your social capital, their reference request system cannot be taken seriously for career moves. Future generations will increasingly get adapted to sophisticated distant learning programs on the internet. Although a blog or direct web-conferences are included in today's distant learning modules, they cannot replace the social skills we need to acquire social capital.

2. Sailing

My wife and I go sailing once in a while, much too seldom to really become accomplished sailors. We love this maritime "camping" on a boat, we both have all the licenses and a bucket list (terrible association) item is to sail around the world some day when all the other things are completed.

Every time, we struggle with the knots and the vocabulary. to say nothing of maneuvering a 12 meter yacht in much too tight marinas. How is it I am able to ski immediately, even though I do it only once a year at most. How come, sailing needs so much more thought, preparation and never becomes a habit like skiing or flying (well, that part of my profession)?

Sailing is a communicational team exercise. Except for boats prepared for it, you cannot handle a sailing yacht alone. Often you invite friends with no sailing experience to come out and enjoy the rocking waves and strong winds. In a way, it is a school of life, in the truest sense of the meaning. You can observe character traits much better than in a game of golf, I think.

If you don't keep calm, take the time and lots of patience to talk thru the maneuver before exercising it, and hand out clear and understandable assignments for everyone on board, you get stuck. Whether it's a kid, a dog, your boss or your wife, you have to be sure communication is clear, stress levels kept at a minimum and emotions are well discussed and agreed upon. This is not something you can train via distant learning or social media websites. I like it! Skippering a ship seems good training to being a good business leader.

3. Academic Involvement

Next to my consultant practice, I have committed myself to lead a University Institute for Air Transport Management, details follow shortly. I am grateful to be able to manage, write and teach some of my time in a renowned University. The future pilot demand and a proper bachelor's and master's degree for aviation professionals will be an important topic. I already wrote about the challenges of the increasing demand for pilots in my previous newsletter (available in the publication library of my website <http://www.tiansalo.com/#!news/c1d8f>).

4. Saudi Airshow in Dammam 16-20 November 2014

tiansalo, in cooperation with hogrefe consult in Berlin, has been engaged by the organizer of the first airshow in Saudi Arabia to market the event and sell exhibition halls, chalets and aircraft stands, as well as all accompanying advertising opportunities. As Saudi Arabia is opening up for private investors, it has an urgent need to improve its air and space industry, including all related products and services. This first of a bi-annual airshow (next in NOV 2016) is receiving great interest. For more details see www.saudiairshow.com and contact us for your personal information.

5. Next Speaking Engagements

Tilman Gabriel will present about “[innovation in Business Aviation](#)” at the 3rd Annual Mediterranean Business Aviation

12th September 2014

The Palace Hotel

Sliema, Malta

Check <http://www.aeropodium.com/mba.html>

Tilmann Gabriel will discuss **“Blacklisted Countries and Airlines, a way out of the Dilemma”**
at
Aviation Summit
Norton Rose Fulbright Law Offices
Friday, 19th September 2014
Munich, Germany
private event by invitation thru Norton Rose Munich

Tilmann Gabriel will present about **“innovation in Business Aviation”** at the
Central Asian Business Aviation Conference
25th - 26th September 2014
Rixos Hotel
Almaty, Kazakhstan
Check www.aeropodium.com/caba.html

Contact us!

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