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## Lunch with Keynote - Jo Damato

Jo Damato  
NBAA

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DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



# Attract. Retain. Develop.

October 24, 2022

National Training Aircraft Symposium

Presented by: Jo Damato, CAM

SVP, Education, Training & Workforce Development

National Business Aviation Association



# Jo Damato, CAM, NBAA Senior Leader

Mom – Wife – Pilot – Daughter - Sister – Friend – Coach – Cheerleader – Boss – Colleague – Neighbor – Mentor - Professional – **Phillies Phan** – Employee – Teammate – Advocate – Ally – Sponsor – Teacher – Listener - Athlete



# NBAA Fast Facts

*Our mission is to foster an environment that allows business aviation to thrive in the United States and around the world.*

- Founded in 1947 and based in Washington, DC
- The National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful.
- We represent more than 11,000 companies and professionals
- We provide more than 100 products and services to the business aviation community, including the NBAA Business Aviation Convention & Exhibition (NBAA-BACE), the world's largest civil aviation trade show.

# At NBAA Inclusion Fuels Our Future

*[www.nbaa.org/diversity](http://www.nbaa.org/diversity)*

From the dawn of flight to our modern era, aviation has thrived through a collaborative spirit. NBAA is committed to fostering an inclusive culture throughout the business aviation community that reflects this core value. Listening to diverse voices and promoting practices that enable everyone to excel isn't just the right thing to do – it's how our industry will remain on the forefront of innovation. When each individual feels empowered to be their authentic self, we broaden the horizons of where business aviation can go.

# NBAA Core Values

## Created Through a Collaborative & Inclusive Process

### ➤ Caring For Each Other

*A welcoming, supportive and inclusive culture is critical to creating an environment where people can connect, communicate and collaborate effectively. We listen, treat each other with respect, act with integrity and demonstrate compassion.*

### ➤ Leading From Any Seat

*Great ideas and innovations originate from all levels of the organization. We empower team members and volunteers to take initiative, provide solutions and make an impact.*

### ➤ Delivering Excellence

*Excellence is a hallmark of a great organization. We are dedicated to constantly improving, achieving the highest standards and reflecting best practices in all that we do.*

### ➤ Promoting Community

*Relationships matter. By creating a shared sense of belonging and commitment, we become stronger together.*



# ATTRACT. Retain. Develop.

We face an unparalleled need for talent in the aviation and aerospace industry.

Boeing Outlook 2020-2039: “As the aviation industry returns to growth, new qualified personnel will continue to be in demand to support fleet growth...”

Oliver Wyman Economic Analysis, June ‘22: “A stunning 85% of senior execs in O-W’s annual maintenance, repair, and overhaul survey said that finding new hires was the biggest challenge.”

McKinsey & Company, 2022 report outlines “the pressures that will be brought by the burgeoning eVTOL industry and AAM to attract workers as well as the talent it will take to move the industry to more sustainable technology.”

Source: FAA Youth Task Force report submitted September 2022

# ATTRACT. Retain. Develop.

We need an industry that is eager to provide a welcoming and equitable atmosphere to youth from underrepresented groups unaware of this target-rich sector.

- Collaboration is Key in Creating Connected Pathways
- Early Awareness is Urgently Needed
- Digital Information Access is Essential
- Individuals and Organizations Need Support to Overcome Financial Hurdles



Source: FAA Youth Task Force report submitted September 2022



# Attract. **RETAIN.** Develop.

## Elements critical to talent retention:

- *Am I compensated fairly?*
- *Can I plan my life?*
- *Do I align with the leadership culture?*



# Attract. **RETAIN.** Develop.

Culture change starts with leadership.

- Act with integrity
- Lead by example
- Communicate well
- Empower your people
- Be credible
- Take care of your people

**Effective leaders must embody these top traits to retain talented individuals.**

# Attract. Retain. **DEVELOP.**

We must be intentional in growing our future leaders.

“To develop female leaders that can serve as role models for others in an organization, it is important to have professional development opportunities at all career intervals and mitigate any gaps in that development.”

“We are experiencing an extreme pilot shortage and leadership shortage in this industry, but what we’re really seeing is a lack of succession planning,”

“Each candidate you interview is not only a potential pilot, maintenance technician or scheduler, but might be a future supervisor, manager or director. Evaluate their aptitude for leadership and discuss early on their desire to lead.”

# Attract. Retain. **Develop.** ADVANCE.

Consider exposure to these essential leadership skills:

- Emotional Intelligence
- Stress Management & Mitigation Strategies
- Change Management Principles
- Strategic Action Planning and Goal Setting
- Individual and Team Communication Styles





# Foster a culture to support **mental wellness**

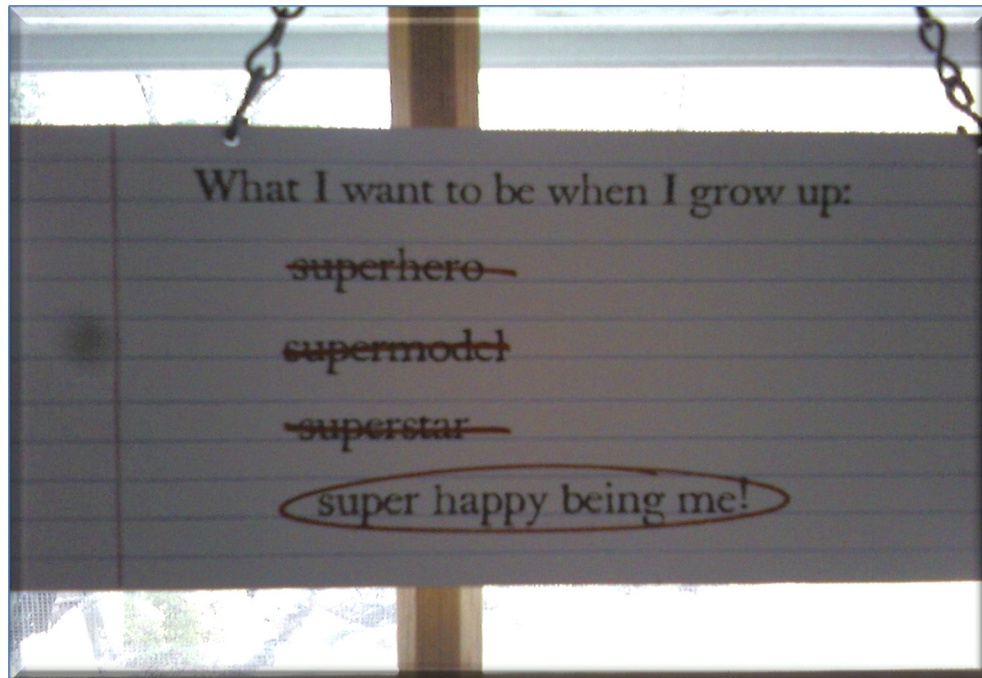
**Mental health is fundamental to our overall health and well-being at home and in the workplace.**

- Everyone should be able to easily access university or employer-provided mental health care resources
- Create and promote a psychologically-safe space
- Support Student/Employee Resource Groups
- Provide benefits that include mental health services and leave for treatment
- Create a culture that promotes inclusion
- Conduct semiannual, anonymous employee assessments on company performance in people-focused areas
- Adapt policies that support consequences for harassment, discrimination, and bullying

Source: DOT Women in Aviation Advisory Board Report, recommendation #13 submitted March 2022

# Jo Damato, authentic self

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