

Future Business Models & Digital Transformation

Scenario for resilient, future-ready strategies

3 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

AVIATIONNOW.ACADEMY

Description

Learn about strategy as a vital element in today's competitive cargo industry and how to apply planning management to develop future-oriented, resilient business strategies. This interactive, target-focused learning experience with exercises, quizzes, business cases, optimization simulations and embedded coaching prepares participants to successfully integrate new strategies and business models into their company.

This training course provides solid foundational knowledge combined with forward-looking insights into the impact of strategy in the air cargo market. Participants explore opportunities and risks in defining a company's direction, current trends in building strategic pillars, and the evolution of business models shaped by integrators, e-commerce platforms and digital natives. Special focus is placed on sustainability and green business models (SAF, decarbonization), as well as emerging technologies such as automation, robotics, drones and autonomous cargo operations. Throughout the course—via lectures, interactive exercises, case studies and embedded coaching—participants gain practical insights into strategic planning, leadership in times of change and scenario building for resilient, future-ready strategies. These skills directly enhance company performance.

Target group

- Cargo Executives, management, high-potential and future leaders with air cargo experience
- Functional managers recently transitioned or will soon transition into a business leadership position

Class location: Classroom training in Europe or Dubai, or worldwide in-company

Included: course material, certificate

Learning objectives

- Apply structured and innovative thinking approaches to initiate strategic planning processes
- Design innovation frameworks for sustainable air cargo growth
- Use monitoring tools and maintain ROI-focused performance steering
- Analyze target markets and apply core product positioning methodologies
- Identify growth drivers and constraints in the air cargo market
- Understand pricing strategy architecture, including multi-layer pricing approaches
- Set strategic goals aligned with risk management and security considerations
- Evaluate evolving global air cargo business models and digital market dynamics
- Integrate sustainability and emerging technologies into strategic decision-making
- Build and apply resilient, future-ready scenarios
- Reflect on personal leadership approach to innovation and change

Course outcomes

- Clear understanding of strategic planning frameworks and their practical application within the air cargo industry
- Ability to design resilient, performance-oriented business models aligned with sustainability, innovation and market dynamics
- Foundation for executive-level strategic thinking as Module 1 of the Future Leadership Accelerator Program, preparing participants for advanced leadership development in subsequent modules

