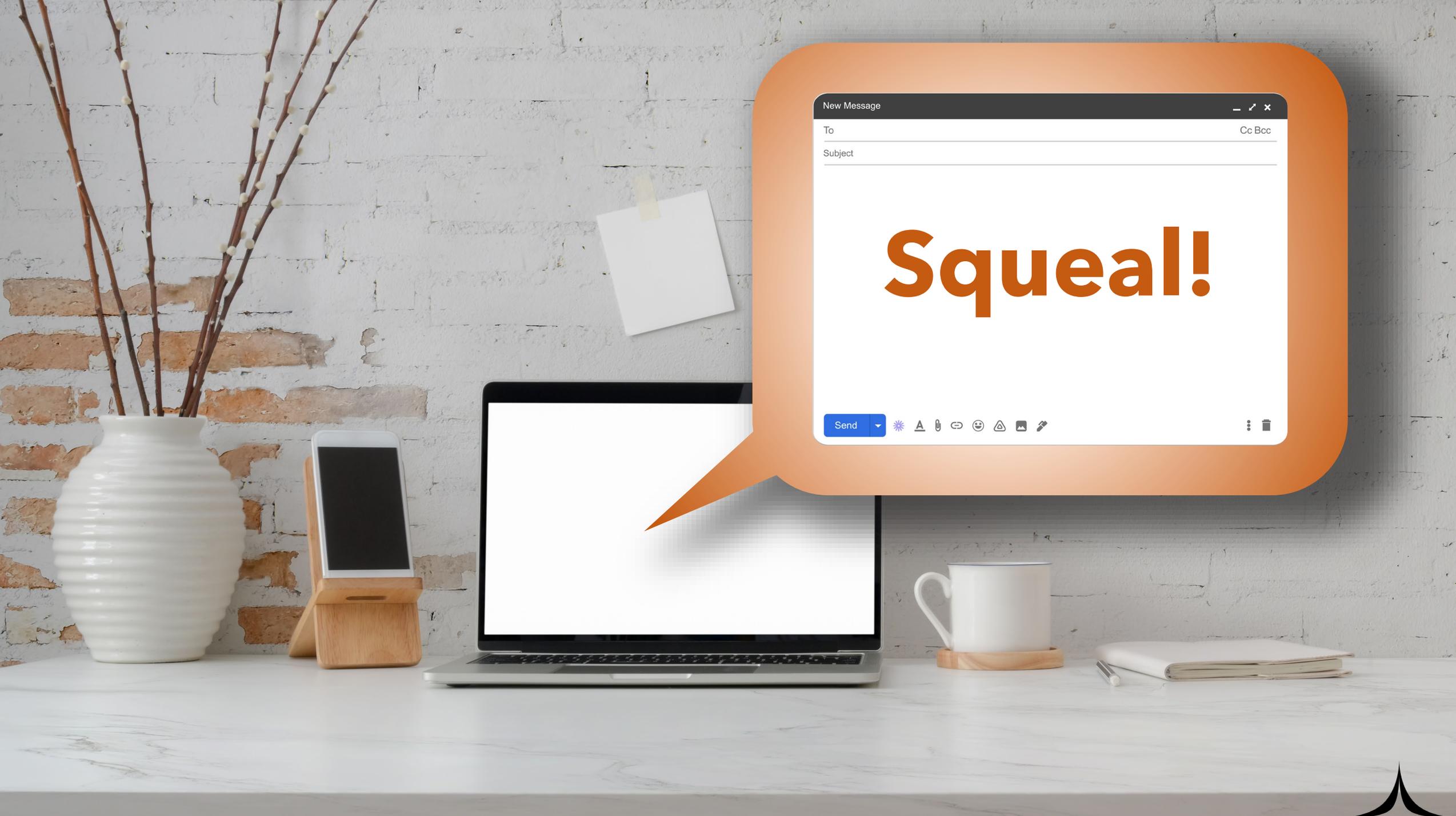




**Let's Use Facts, Not Feelings**  
Data Management & Strategy in CBTA Programs

Scott Nutter, Principal/Owner



New Message

To

Cc Bcc

Subject

**Squeal!**

Send









New Message

To

Cc Bcc

Subject

**Squeal!**

Send





# Data for Decision-Making (D4D)

Framework

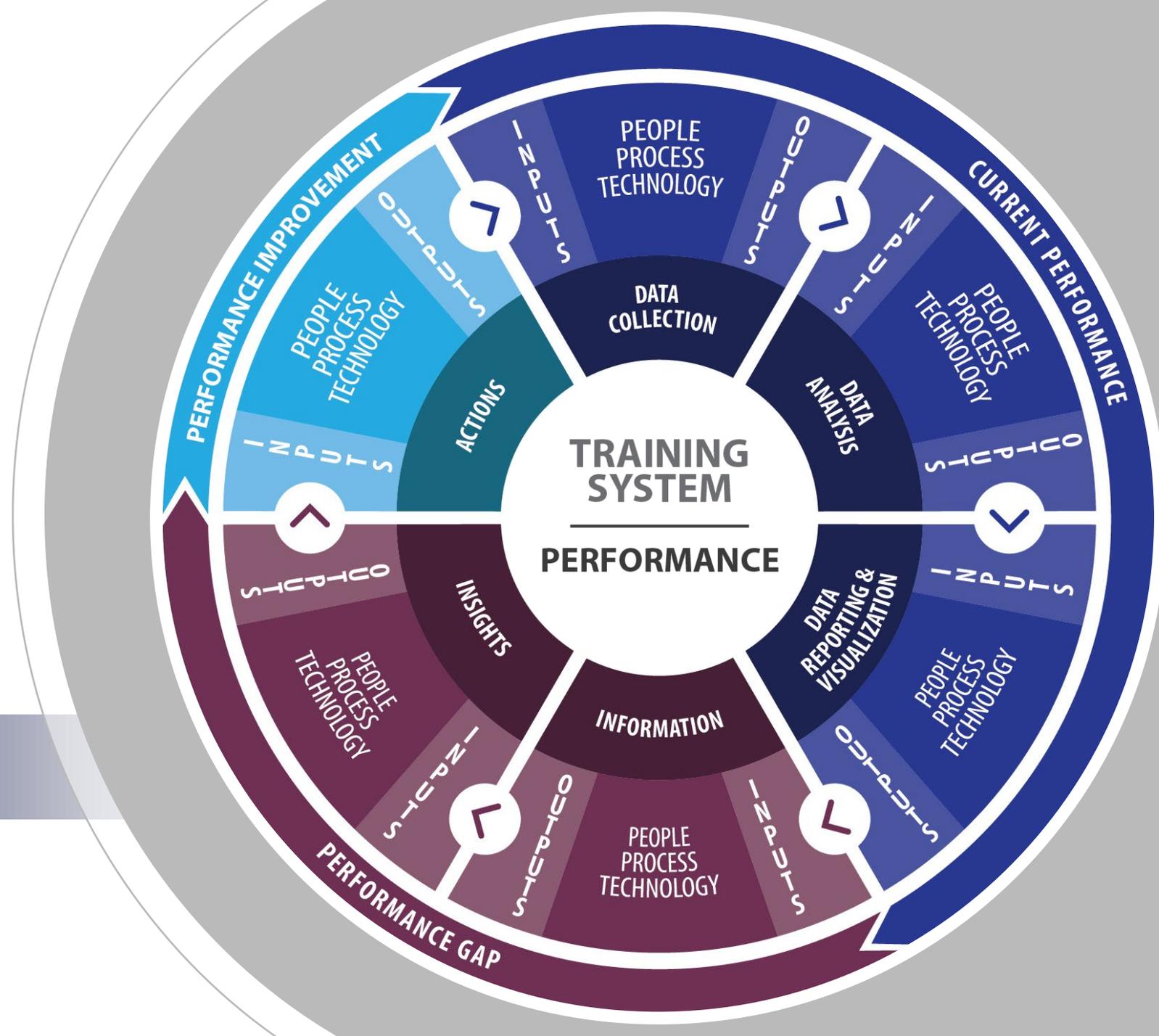


# D4D

... as a framework:

- Orients stakeholders
- Scalable
- Customizable

**"The Flywheel"**



# D4D

The scope of the framework:

- **Training System**  
(smaller lens)
- **Flight Operations**  
(larger lens)

**Employee group agnostic**

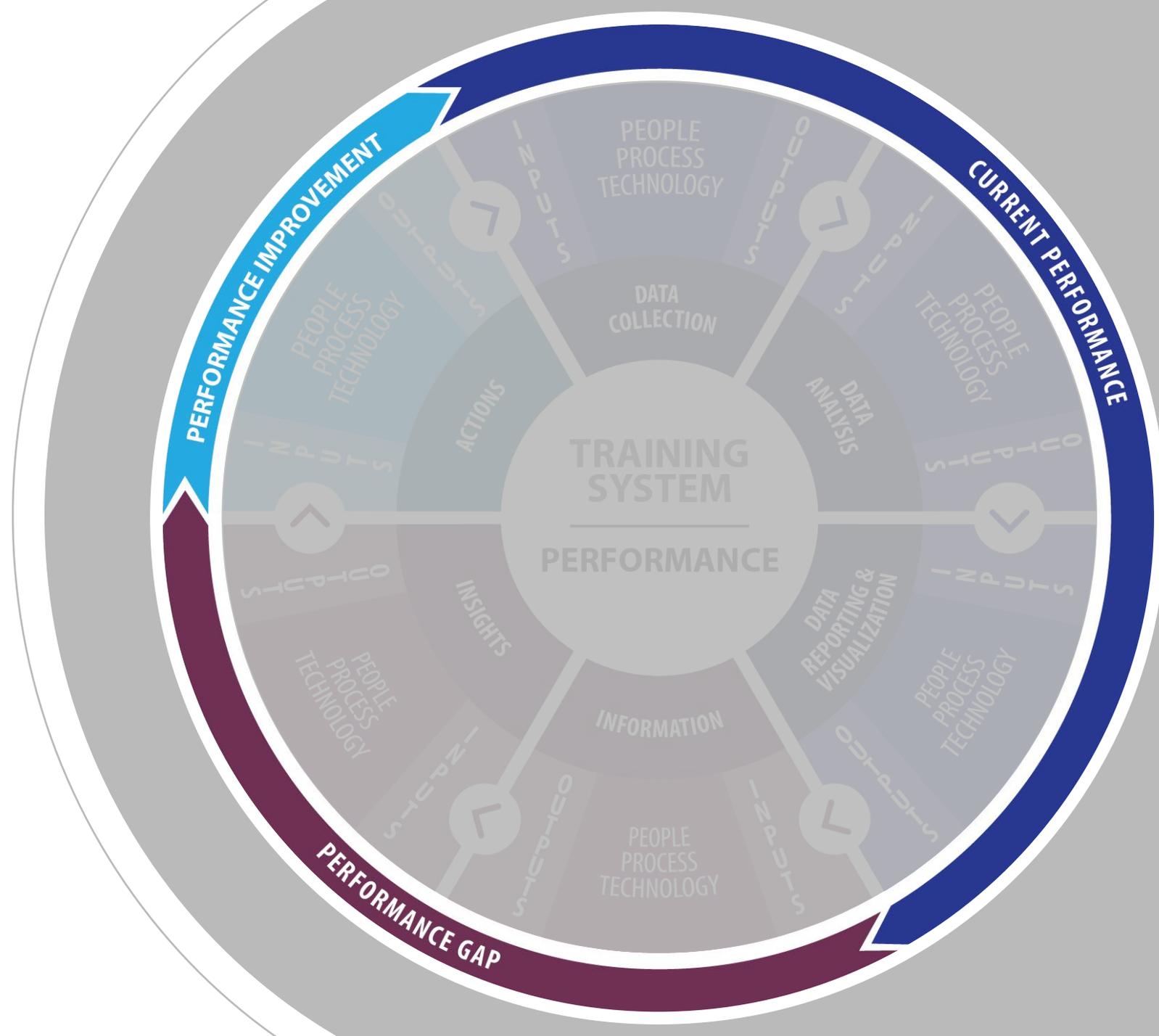
(works for pilots, FAs, dispatchers, etc.)



# D4D

Three phases:

1. How is the system performing **NOW**?
2. Do any performance **GAPS** exist?
3. If there is a gap, how can performance be **IMPROVED**?

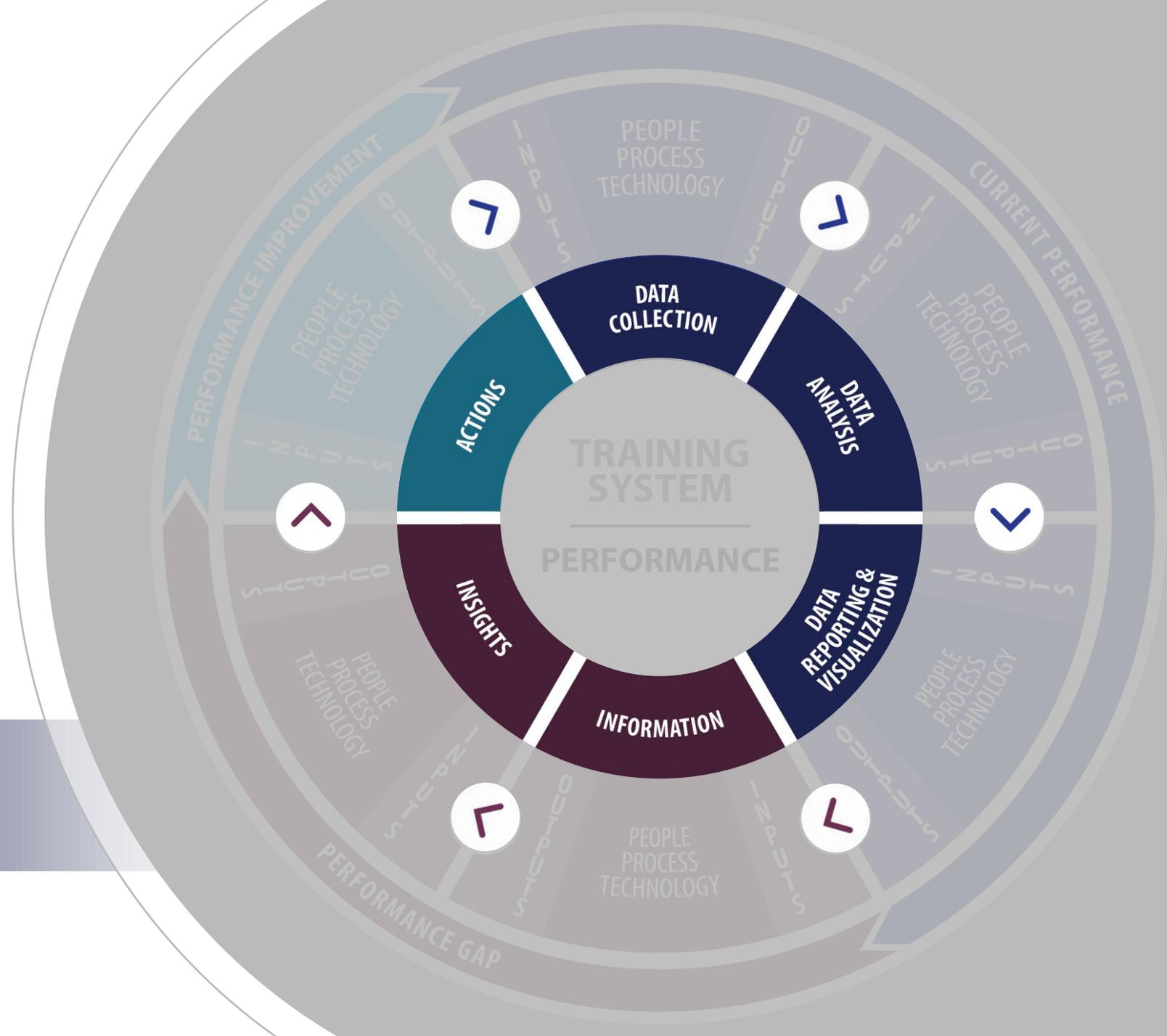


# D4D

Six steps:

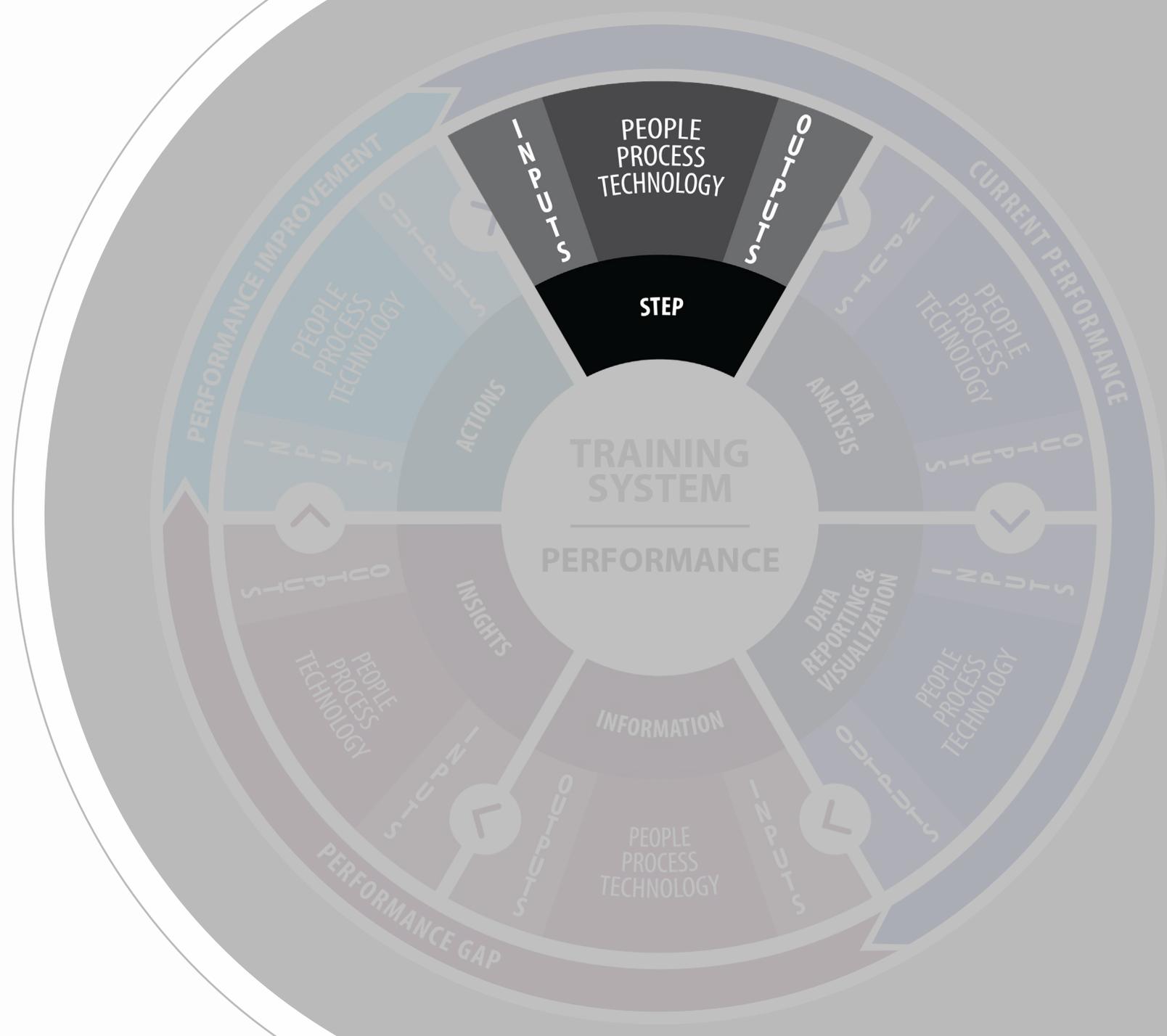
- Sequential
- Cyclical
- Concurrent

Direction of rotation:  
**CLOCKWISE**



# D4D

Each step addresses:

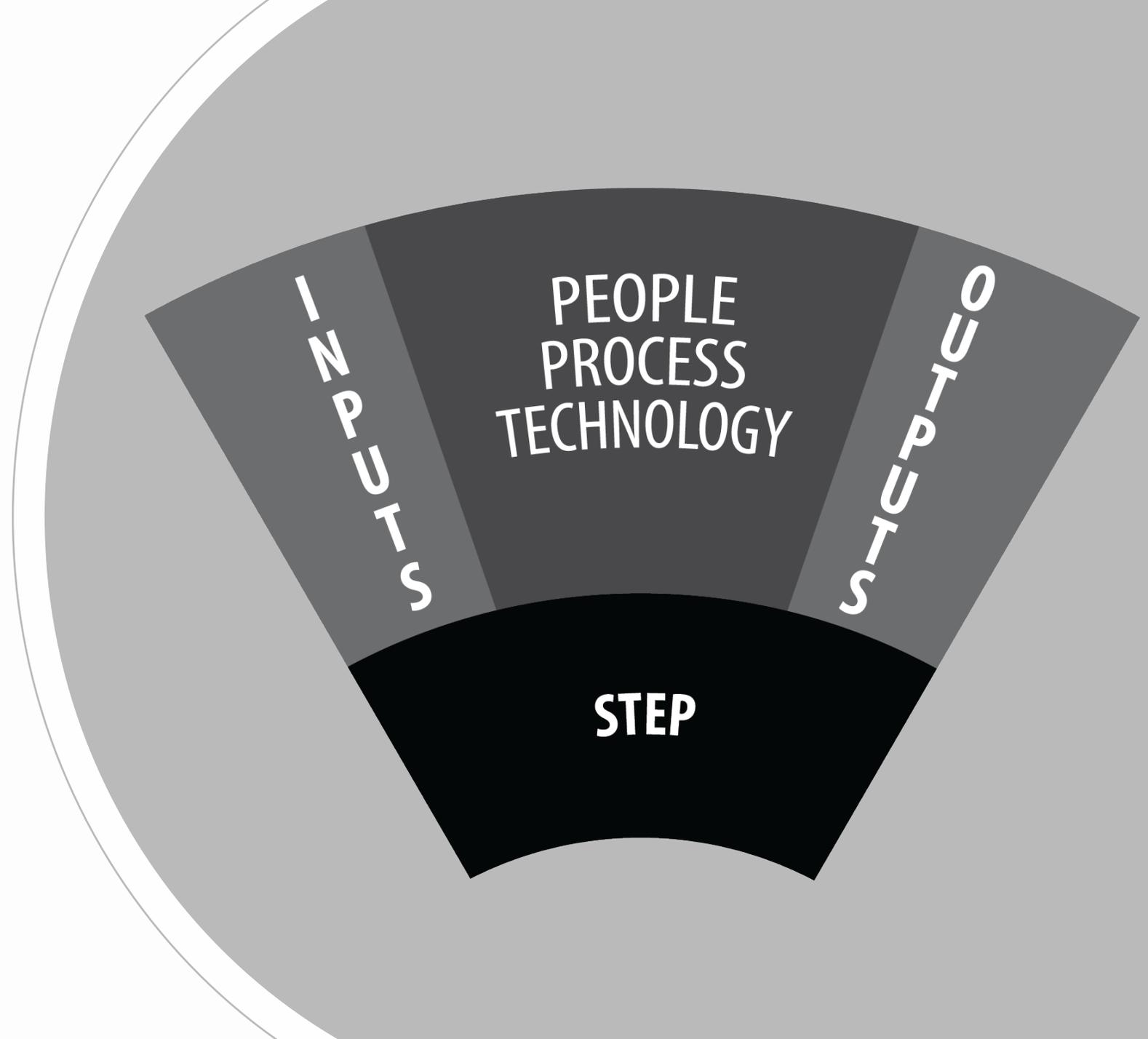


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# D4D

Each step addresses:

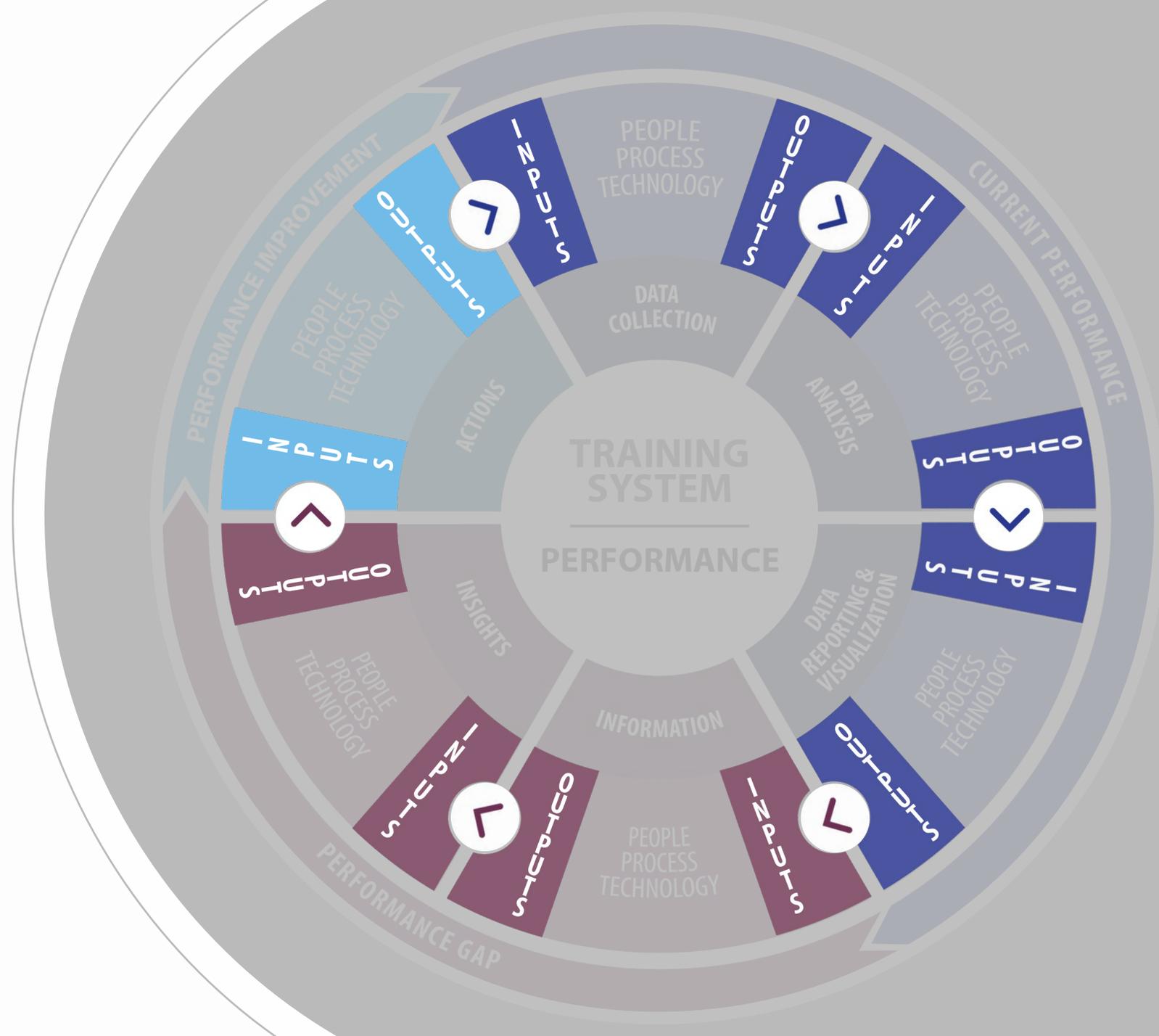
- Inputs
- People
- Processes
- Technology
- Outputs



# D4D

Transitioning between steps:

- The **output** of one step serves as the input for the next step.
- Therefore, step outputs must be **suitable as inputs** for the next step.
- **People, processes, and technology** must be designed to facilitate effective and efficient transitions.





# Current Performance

## Data Collection

- Evacuations
- Ground events (affecting schedule)

## Data Analysis

- Frequency
- Circumstances
- Performance (good & bad)

## Data Reporting & Visualization

- Data Team prepared reports and visualizations appropriate for SMEs and Ops Leadership.



# Performance Gap

## Information

- SMEs & Data Team collaborate to determine root cause & contributing factors.
- Ops Leaders review & look for insights.

## Insights

- Gate evacuations occur **every year**.
- Crew **performance** had not met expectations.
- Evacuation **procedures** are not designed to specifically address gate evacuations.
- **Training** was identified as *part* of a comprehensive solution.



# Performance Improvement

## Actions

### Pilots, FAs, Ground Ops

- Revised SOPs
- Revised training curricula

### Pilots

- Communications from Flight Ops leadership
- Emphasis item during Line Checks and Operating Experience (OE)
- Added subject to quarterly recurrent e-learning
- Revised Initial, Recurrent, Requalification, Captain Upgrade curricula
- Added *Gate Evacuations* to the Job Task List (JTL)



# Results

- Modified the data collection categories to differentiate evacuation events.
- Monitored data using established processes.
- Changes to training programs and SOPs created sustained improved performance.

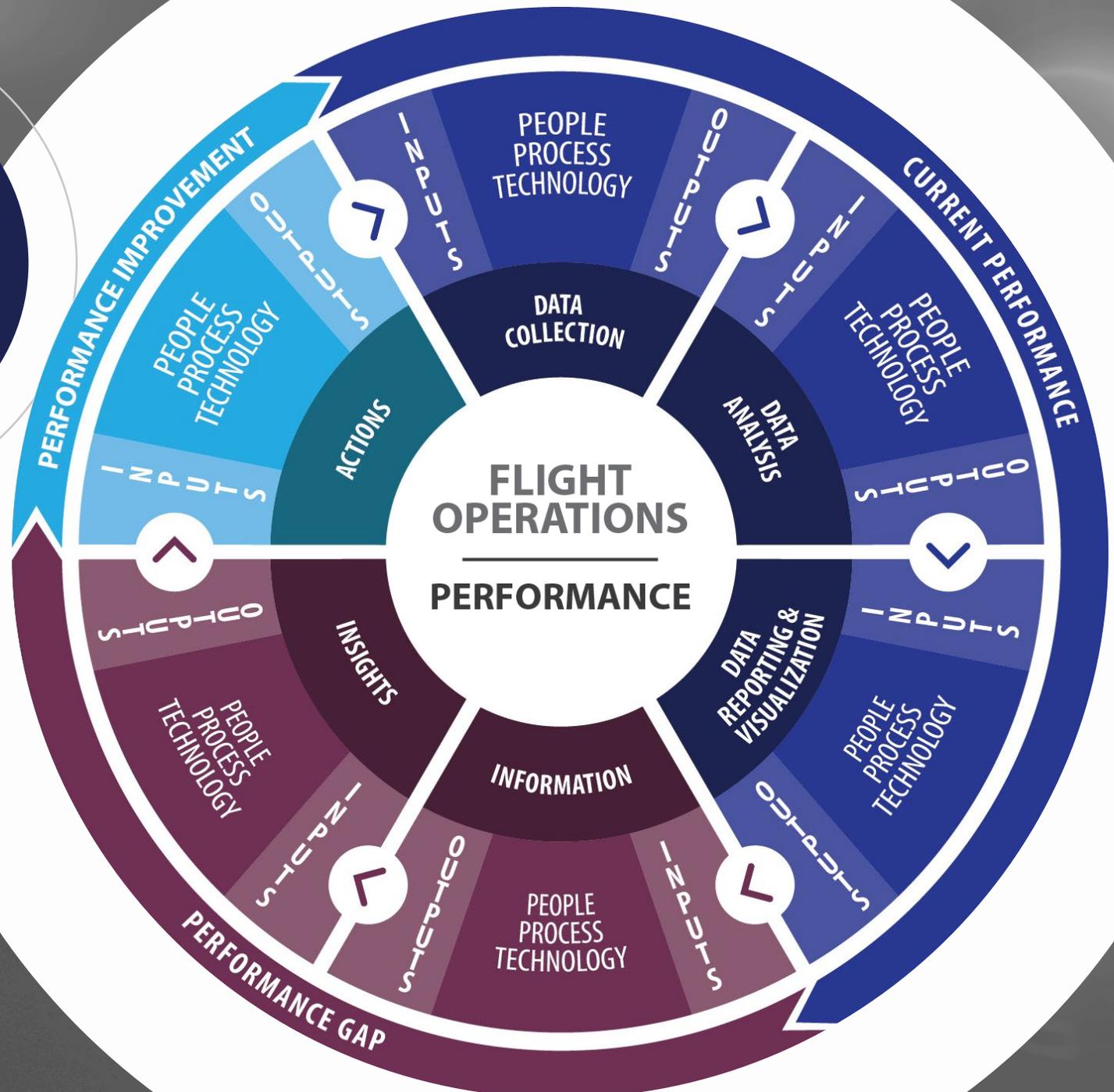


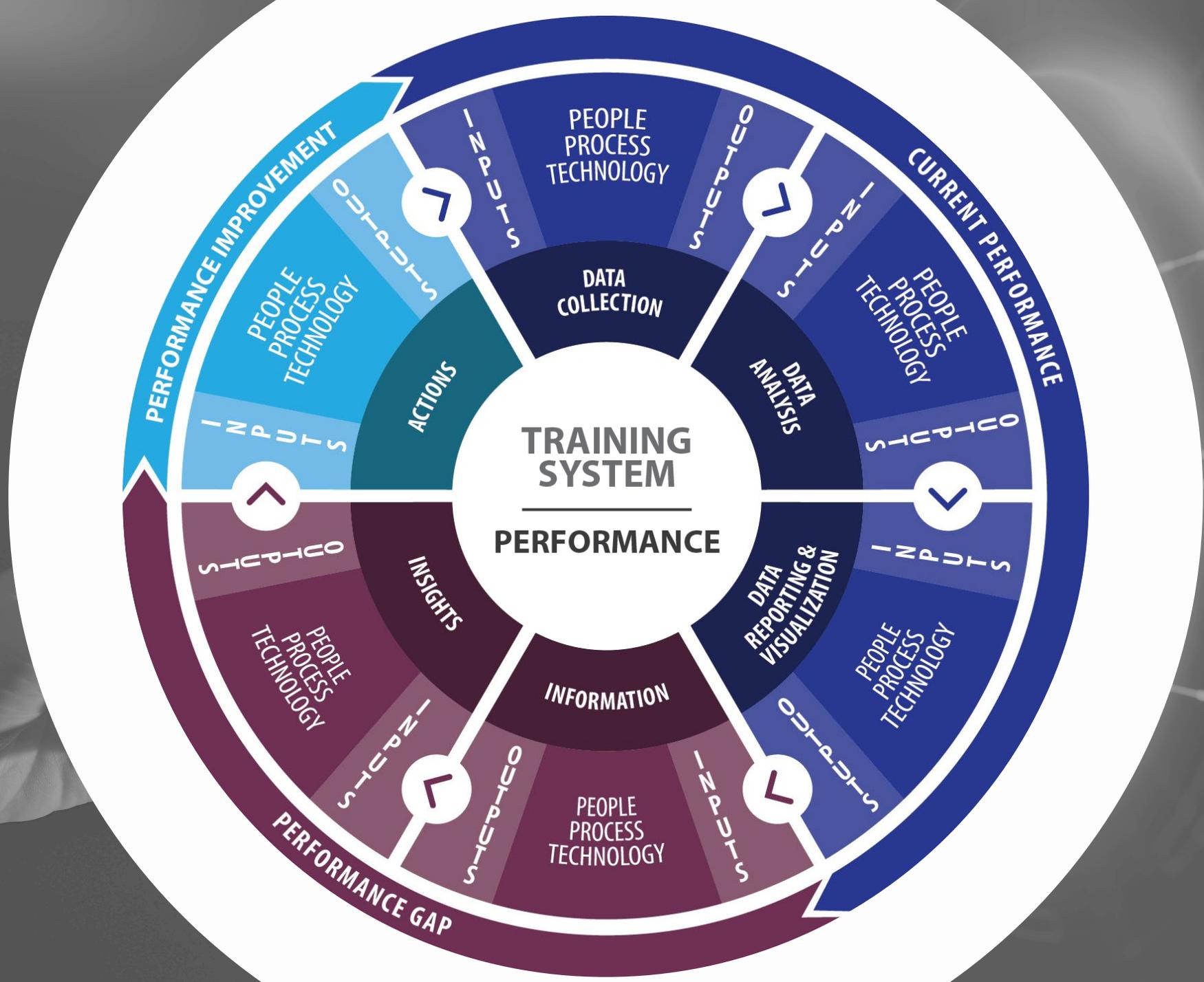


**Conclusion**



# Why D4D?







“Once you fully grasp how to create flywheel momentum in your *particular circumstance* and apply that understanding with creativity and discipline, you get the power of **strategic compounding**.

Each turn builds upon previous work as you make a series of good decisions, supremely well executed, that compound one upon another. This is how you build greatness.”

*Jim Collins, Turning The Flywheel*



# Want More?

## White Paper

D4D: Turning Data into Results

## Website

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