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# What motivated you to enter into the aviation industry?



leader

bold transpiration  
creative  
fast focus  
inspiration



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# When job hunting young professionals value....



inspiration

bold leader

creative

focus fast

transpiration



# Brainstorming Method

- Silent self-reflection - 3 min
- Generate ideas in pairs, building on ideas from self-reflection – 5 min
- As group share and develop ideas that you've discussed within your pair – 10 min
- Document results on flip chart to share with entire group at the end – 2 min

# Brainstorming Session – Question 1

- What needs and demands does the younger generation have based on your experience in recruitment processes?
- What aspects of our industry appeal to young people?

# Brainstorming Session - Question 2

- What measures have you already implemented or are you planning to implement at your airports to reach and appeal to the younger generation?

