BLACKBIRD FOR TRAINING

IATA Training on SGHA-SLA and Effective Negotiation Behaviors



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Introduction

This in-depth training course is designed to equip aviation professionals with a comprehensive understanding of the IATA Standard Ground Handling Agreement SGHA and Service Level Agreements SLAs. It focuses on both the operational execution and the legal implications of ground handling contracts. Participants will also enhance their negotiation skills through behavioral training, real-world case studies, and interactive role-plays tailored to the unique challenges of the aviation industry.

If you're looking for negotiation training or wish to develop your negotiation skills, this course offers the perfect opportunity. You'll also receive IATA certification and gain a thorough understanding of SGHA and SLA agreements, providing you with the practical skills to enhance your performance in the aviation industry.

Course Objectives

- Understand and apply the key components of the IATA SGHA.
- Design, implement, and manage effective SLAs with measurable KPIs.
- Identify and mitigate legal and operational risks within SGHA clauses e.g., liability, indemnity, force majeure.
- Strengthen your negotiation capabilities using structured frameworks and practical exercises.
- Resolve disputes related to SLAs, service delivery failures, and performance measurement.

Course Outlines

Day 1: SGHA Fundamentals

- Overview of IATA and the purpose of the SGHA
- Structure and content of SGHA - A detailed look at Annexes A & B
- Roles and responsibilities of airlines and ground handling agents
- Case studies: Common misunderstandings and pitfalls in SGHA



Day 2: SLA Implementation & Performance

- Elements of a successful SLA
- Integrating SLA terms with the SGHA framework
- Operational accountability and KPI development
- Examples of real-time performance monitoring systems
- Escalation procedures for non-performance
- Conducting SLA audits and reporting compliance

Day 3: Legal Risk and Contract Management

- Legal risk identification and management
- Key legal clauses: Liability, indemnity, and force majeure
- Analysis of recent aviation contract disputes
- Fundamentals of Effective Contract Drafting
- Dispute resolution mechanisms: Mediation and arbitration

Day 4: Negotiation Strategies and Behaviours

- Understanding the psychology of negotiation
- Managing stakeholder interests and setting realistic expectations
- Power dynamics, influence, and persuasion in negotiations
- Cultural awareness and organizational dynamics in global settings

Day 5: Interactive Simulation & Role-Play

- Practical negotiation role-play exercises
- Simulated SGHA negotiation scenario with real-world complexity
- Managing disputes on service failures, KPIs, and pricing disagreements
- Group debriefing, analysis, and feedback on negotiation performance

Why Attend this Course: Wins & Losses!

Attending this course means you'll be able to:



- Fully understand SGHA and confidently apply it to your contracts.
- Manage SLAs, including how to define KPIs and monitor performance to ensure high-quality service delivery.
- Improve your negotiation skills while gaining a globally recognized IATA certification.
- Overcome legal risks in aviation contracts with practical negotiation strategies.
- Use effective negotiation techniques to resolve disputes and strengthen partnerships in the ground handling domain.

Conclusion

Upon completing this course, you will have the skills needed to confidently interpret and apply SGHA and SLA frameworks. You will not only gain theoretical knowledge but also practical skills necessary to manage contracts, mitigate risks, and improve service levels within the ground handling sector. Through dynamic exercises and real-life simulations, this course ensures that you will be able to navigate contractual negotiations with clarity and precision, fostering stronger partnerships and driving operational excellence across the aviation industry.

Are you seeking negotiation training to sharpen your skills? This course offers valuable negotiation skills training while providing IATA certification, allowing you to navigate complex SLA and SGHA negotiations with confidence and professionalism.

