

Looking Beyond the Crisis

The Story of the Eagle Rebirth



**The eagle has the longest life-span
of its species**



It can live up to **70 years**

But to reach this age, the eagle must make a
HARD DECISION



In its 40's



Its long and flexible talons can no longer
grab prey for food

Its long and sharp beak becomes bent



Its ageing and heavy wings, due to their thick feathers, become stuck to its chest and make it difficult to fly



Then, the eagle is left with
only two options:

Go through a **painful process
of change** which lasts 150
days



**Then, the eagle is left with
only two options:**

**Or
Die**



The change process requires that the eagle fly to a mountain top and sit on its nest

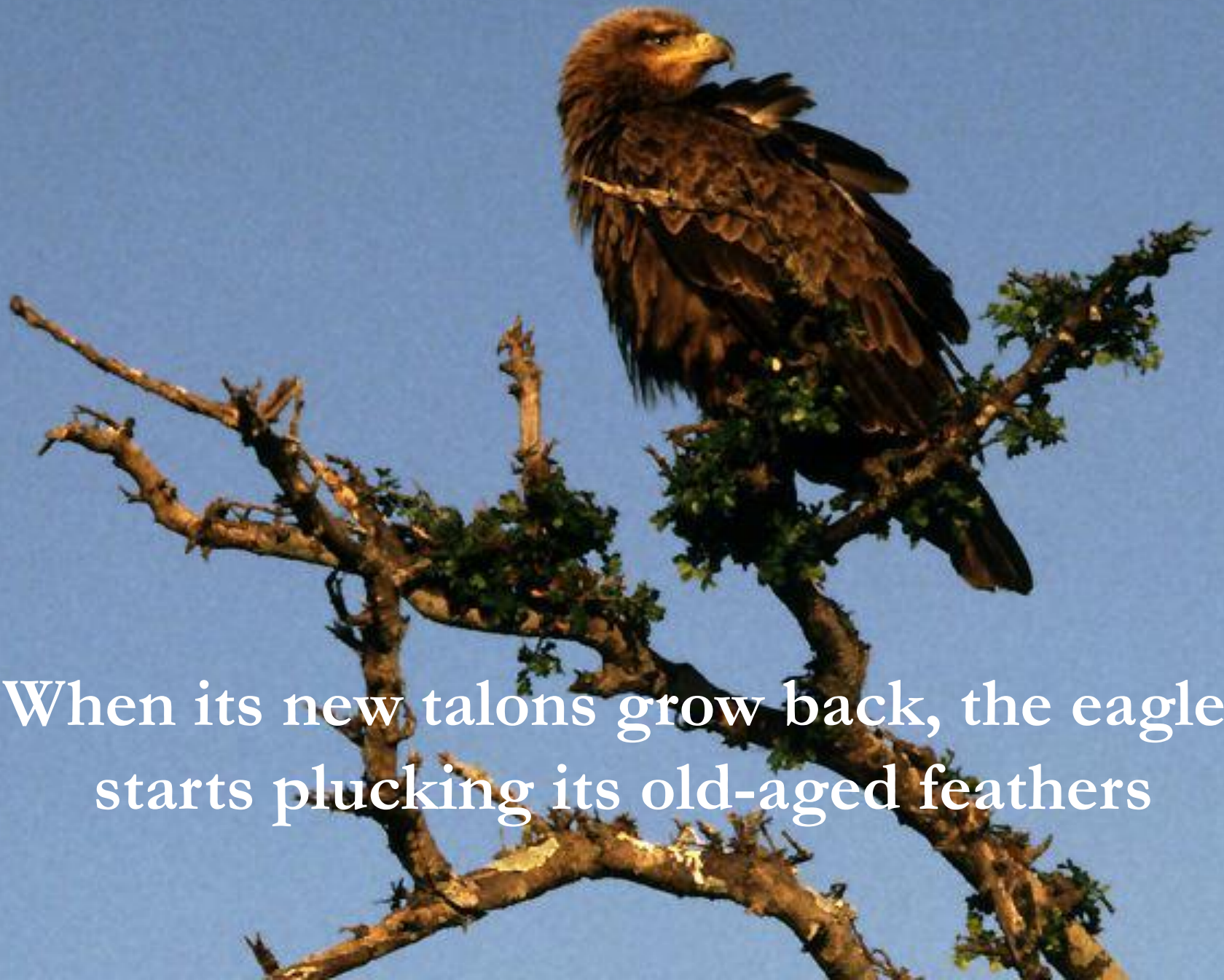


There the eagle knocks its beak
against a rock until it plucks it out



Then the eagle will wait for a new beak to grow back and it will pluck out its talons





When its new talons grow back, the eagle starts plucking its old-aged feathers

And after **five months (150 days)**, the eagle takes its famous flight of rebirth and lives ...



... another 30 more years

In times of **CRISIS** our airlines
like the eagle need a rebirth



Change becomes inevitable

A bald eagle is shown in flight, soaring over a blue body of water. The eagle's wings are spread wide, and its head is turned to the left. The background is a clear blue sky.

Why is change needed?

Many times, in order to **SURVIVE** we
have to start a change process

Why is change needed?

A bald eagle is shown in flight, soaring over a body of water. The eagle's wings are spread wide, and its head is turned to the left. The background is a clear blue sky. The eagle's feathers are dark brown, and its head is white with a yellow beak.

To become the **BEST**, we sometimes need to reinvent ourselves. Just like the eagle we must pluck out old memories, habits and other past traditions

A bald eagle is shown in flight, soaring over a blue ocean. The eagle's wings are spread wide, and its head is turned to the left. The background is a clear blue sky.

Why is change needed?

Only freed from past burdens and complacencies
can we **see** and **take advantage of** the many
opportunities and

BECOME THE BEST WE ASPIRE TO

A bald eagle is shown in flight, soaring over a blue ocean. The eagle's wings are spread wide, and its head is turned to the left. The background is a clear blue sky. The text is overlaid on the image.

Change is Painful!

Just as the Eagle has to go through the painful transformation process to live longer so must airlines. Some decisions will be painful and difficult but we must focus beyond the current crisis

Beyond the current crisis are opportunities
but we must **REINVENT** ourselves and
be ready



CHANGE is what the **AFRAA 40th Annual
General Assembly** is calling for