

# Southwest Airline's Partnership with The Aviation Weather Center



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*A SYMBOL OF FREEDOM*



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# **SWA** *Mission Statement*

The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

## **To Our Employees**

We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth.

Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines. Above all, Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.



**SOUTHWEST**<sup>®</sup>

*share the spirit*



## About the Company



- The airline began service June 18, 1971 with flights to **Houston, Dallas, and San Antonio.**
- Southwest topped the monthly domestic originating passenger rankings for the first time in **May 2003.**
- Southwest is also the **largest** carrier based on scheduled domestic departures.
- Year end results for 2008 marked Southwest's 36th consecutive year of **profitability.**
- Southwest became a **major airline** in 1989 when it exceeded the billion-dollar revenue mark.
- Southwest is the United States' most **successful** low-fare, high frequency, point-to-point carrier.

# Southwest Airlines Distinctions

- Southwest's average passenger airfare is **\$106.60**, and the average passenger trip length is about **815 miles**.
- Since 1987, Southwest has maintained the **fewest** overall Customer **complaints** as published in the Department of Transportation's *Air Travel Consumer Report*.
- The airline adopted the first **profit-sharing** plan in the U.S. airline industry in 1973. Through this plan and others, Employees own at least **8 percent** of the Company stock.
- The airline is approximately 87 percent **unionized**.





## **FUN Facts**



- Southwest received **329,200 resumes** and hired **4,200 new Employees** in 2007.
- In 2007 Southwest served **64.9 million** cans of soda, juices, and water; **11.3 million** alcoholic beverages; **6.1 million** bags of pretzels; **103.8 million** bags of peanuts; **14 million** snackpacks; and **32 million** other snacks.
- Southwest consumed **1.5 billion** gallons of jet fuel in 2007.
- In 2007, Southwest moved **223 million** pounds of cargo.
- The **shortest** daily Southwest **flight** is between Ft. Myers (RSW) and Orlando (MCO) (**133 miles**). The **longest** daily Southwest **flight** is between Baltimore (BWI) and San Diego (SAN) (**2,295 miles**).

# SWA Core Values

- Profitability
- Low Cost
- Family
- Fun
- Hard Work
- Individuality
- Ownership
- Legendary Service (POS)
- Egalitarianism – equality among all
- Common Sense / Good Judgment
- Simplicity
- Altruism - unselfish regard for or devotion to the welfare of others



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## LEADERSHIP EXPECTATIONS

### ♥ **Warrior Spirit**

Work Hard

Desire to be the best

Be courageous

Display a sense of urgency

Persevere

Innovate





## LEADERSHIP EXPECTATIONS

### ♥ **Servant's Heart**

Follow The Golden Rule

Adhere to the Basic Principles

Treat others with respect

Put others first

Be egalitarian

Demonstrate proactive Customer Service

Embrace the SWA Family





## LEADERSHIP EXPECTATIONS

### ♥ Fun-LUvIng Attitude

Have FUN

Don't take yourself too seriously

Maintain perspective (balance)

Celebrate successes

Enjoy your work

Be a passionate Teamplayer





## LEADERSHIP EXPECTATIONS

### Develop People

Know your People

Set clear expectations

Communicate consistently

Delegate responsibility; hold

People accountable

Encourage strengths; address weaknesses

Provide timely, candid feedback

Build a bench





## LEADERSHIP EXPECTATIONS

### Build Great Teams

Identify the right People for the right job

Build and maintain trust among

Teammembers

Encourage vigorous debate and dialogue

Gain commitment to shared goals

Seek diversity

Always be on the lookout for great People





## LEADERSHIP EXPECTATIONS

### Think Strategically

See beyond today's activities

Act like an owner

Strive for continuous improvement

Understand the relationship between current actions and future consequences

Embrace problem solving

Translate broad objectives into specific action plans





## LEADERSHIP EXPECTATIONS

### Get Excellent Results

Focus on safety, low cost, and high  
Customer Service delivery

Meet operational objectives

Complete projects ontime and on budget

Maintain a bias for action

Adhere to all internal controls

Demonstrate integrity in all actions

- Be honest
- Be ethical
- Be trustworthy





## LEADERSHIP EXPECTATIONS

### Live the Southwest Way

#### ♥ **Warrior Spirit**

Work Hard  
Desire to be the best  
Be courageous  
Display a sense of urgency  
Persevere  
Innovate

#### ♥ **Servant's Heart**

Follow The Golden Rule  
Adhere to the Basic Principles  
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# **SWA Leadership Principles -** **Rick's Version**

- **Employees** are **assets** not liabilities
- It's OK to have **fun** (work hard - play hard)
- Hire for **attitude** - train for skill
- **Promote** personal/professional **growth**
- Disallow “**tribalism**”!
- “Push” **authority** down
- Establish a “**family**” atmosphere
- **Communicate** (Message to the Field, Weekly Hot Line calls etc.)
- Offer and **encourage** training



# **SWA Leadership Principles -** **Rick's Version**

- Manage the “**good times**” like the “bad”. Promote financial responsibility.
- **Take** the **initiative** to make things better.
- **Focus** on the **situation**, issue or behavior - not the person.
- **Maintain** constructive **relationships** with coworkers
- **Celebrate Employees and each other!**



"While our Employees are working harder than ever to secure our future, they continue to deliver warm, caring, and friendly Southwest-style service. Our People have incredible Warrior Spirits and huge hearts, which is why we lead the industry in Customer Satisfaction according to the American Customer Satisfaction Index and most recently captured The Reputation Institute's top ranking of the U.S. airlines by reputation. Their efforts are remarkable, their results superb, and I and am very grateful to each of them. Our People are, truly, the core strength of our Company."

**- Gary Kelly**

***CEO, Chairman of the Board, and President of Southwest Airlines***

*Southwest Airlines Reports Second Quarter Earnings DALLAS, July 24, 2008 /PRNewswire*

"Our first quarter 2009 financial results are disappointing, but not surprising given the current economic environment. We face the toughest revenue environment in our history. A rapid weakening in passenger demand during first quarter, particularly among business travelers, led to our first quarter net loss. Although competitively strong and financially resilient, we are not immune to the challenges the worldwide recession is having on air travel.

"**Still, I am very proud of the efforts of our People. Our operations and Customer Service delivery continues to be outstanding.** Our revenue trends continue to outperform our U.S. competitors. These revenue results demonstrate the strength of our Low Fare brand, the benefits of our aggressive flight schedule optimization, and the effectiveness of our Marketing and Revenue Management efforts.

**- Gary Kelly**

***CEO, Chairman of the Board, and President of Southwest Airlines***

*Southwest Airlines Reports First Quarter Earnings DALLAS, April 16, 2009 /PRNewswire*

