

**The Southwest Way
Successful Practices of a
Market Leader**



The Emergence of Southwest



- Founded by Herb Kelleher and Rollin King in the late 60's
- Designed to be a low cost high frequency carrier serving Dallas, San Antonio and Houston
- After several years of legal battles with other airlines, Southwest won their certificate to fly in Texas in 1971
- From the very beginning Southwest wanted make flying fun and available to all of the traveling public not just business travelers, the wealthy and celebrities

The Emergence of Southwest



- Consumers, particularly corporate travel departments, became more price-sensitive in the 80's
- Consumers began to redefine quality more in terms of reliability
- During the Gulf War crisis, Southwest expanded while other airlines shrank
- Since then, Southwest has grown to encompass almost all regions of the U.S and some international markets.

“The Southwest Effect”

“Southwest is having a profound effect on the airline industry. Southwest’s much lower operating costs are making it the dominant airline today in the sense that Southwest, more than any other airline, is causing the industry to change. Other airlines cannot compete with Southwest in the same manner as they do each other.”

Department of Transportation report

Continued Growth



While other airlines struggle to achieve 3 or 4 consecutive years of profitability, Southwest has been profitable every year since 1973

*“The most successful
airline in history...”*



Culture Drivers



Most Loyal Southwest Customers will say:

- Low Cost
- Lean/Efficient Operations
- Reliable Service
- Fun and Enthusiastic Employees
- Customer First Attitude

JASON YOUNG



The
CULTURETOPIA
Effect

How successful organizations create
HIGH PERFORMANCE and **HIGH FULFILLMENT**
and how you can too.

CULTURETOPIA
JASON YOUNG

High Performance
Low Fulfillment

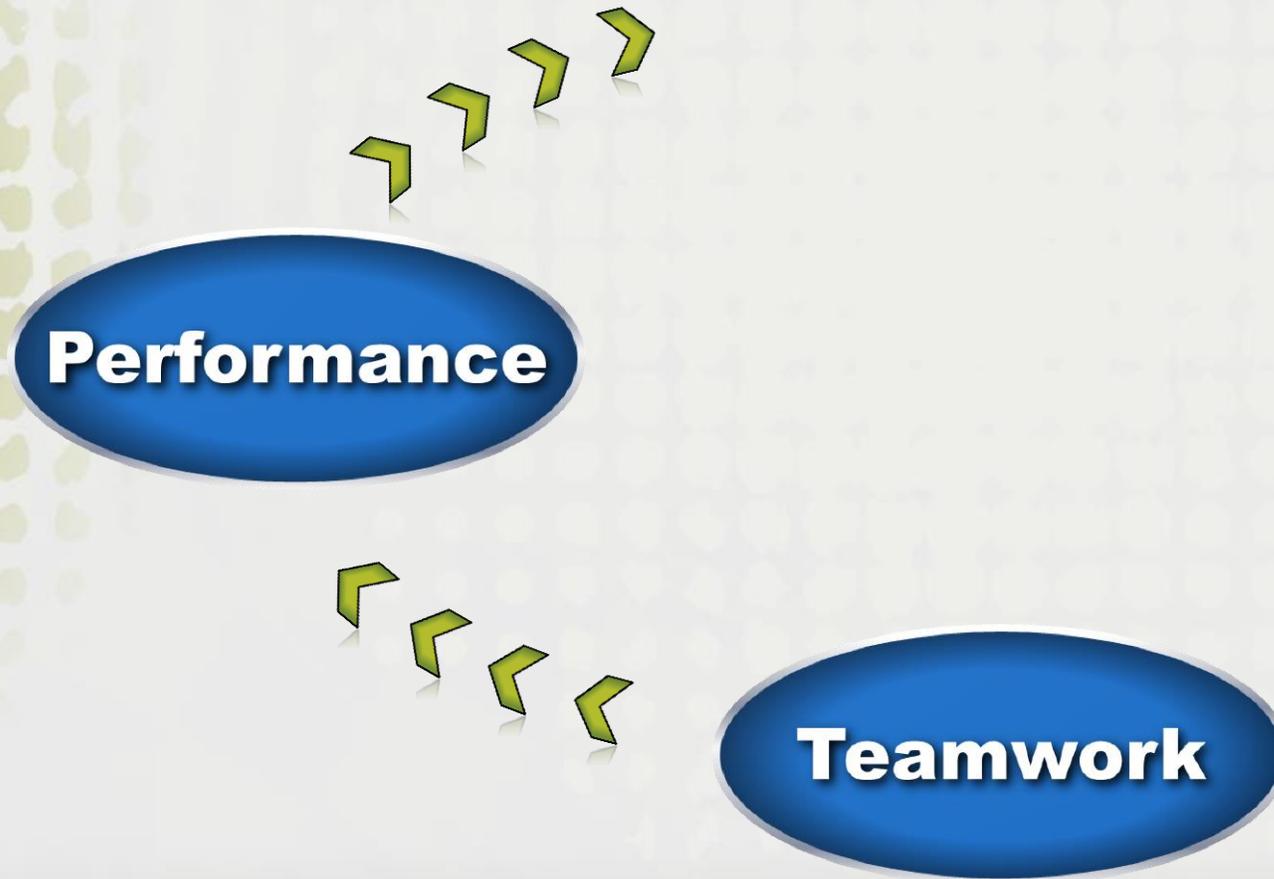
Culturetopia

High Performance
High Fulfillment

Low Performance
Low Fulfillment

Low Performance
High Fulfillment

What Drives Culturetopia?





The
Southwest
Airlines
WAY

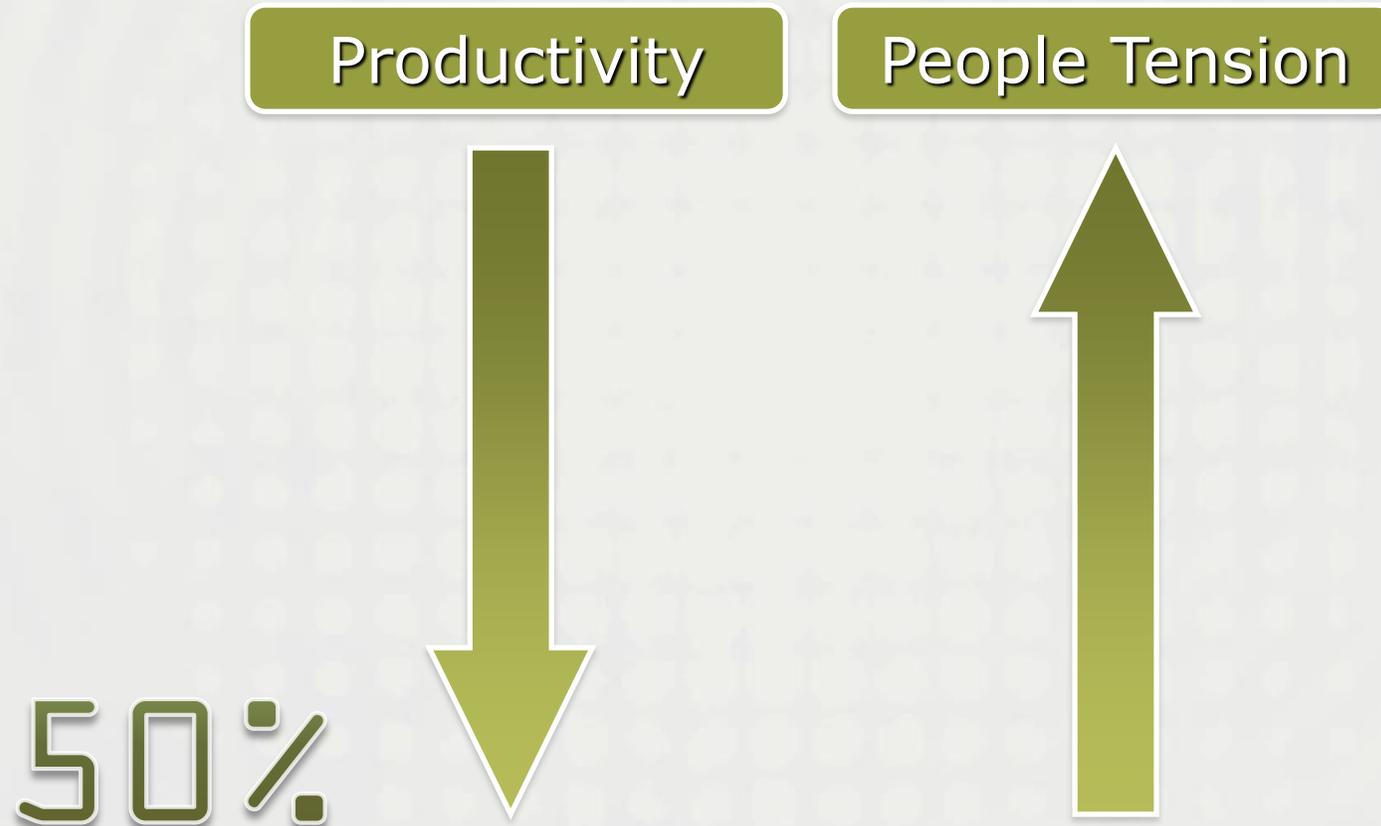
Using the Power of
Relationships to Achieve
High Performance

JODY HOFFER GITTELL

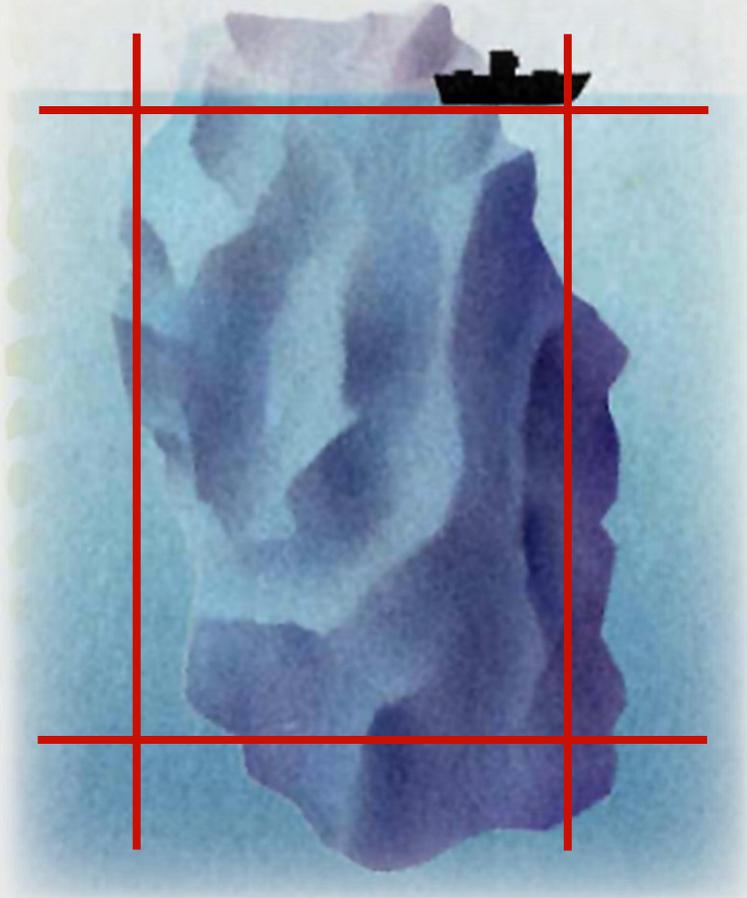


Relational Coordination

Relational Coordination



Relational Coordination



← What you show the outside world, your talents, gifts and preferences.

← What 's underneath, the skills that are less developed and the mistakes you have made. Things that you do not feel comfortable showing the outside world.

Appreciating Differences

Analyze

GATHER & DECIDE

“Gut” Reaction

“Whatever”

WORK STYLE

Routine

Just Do It

DETAILS

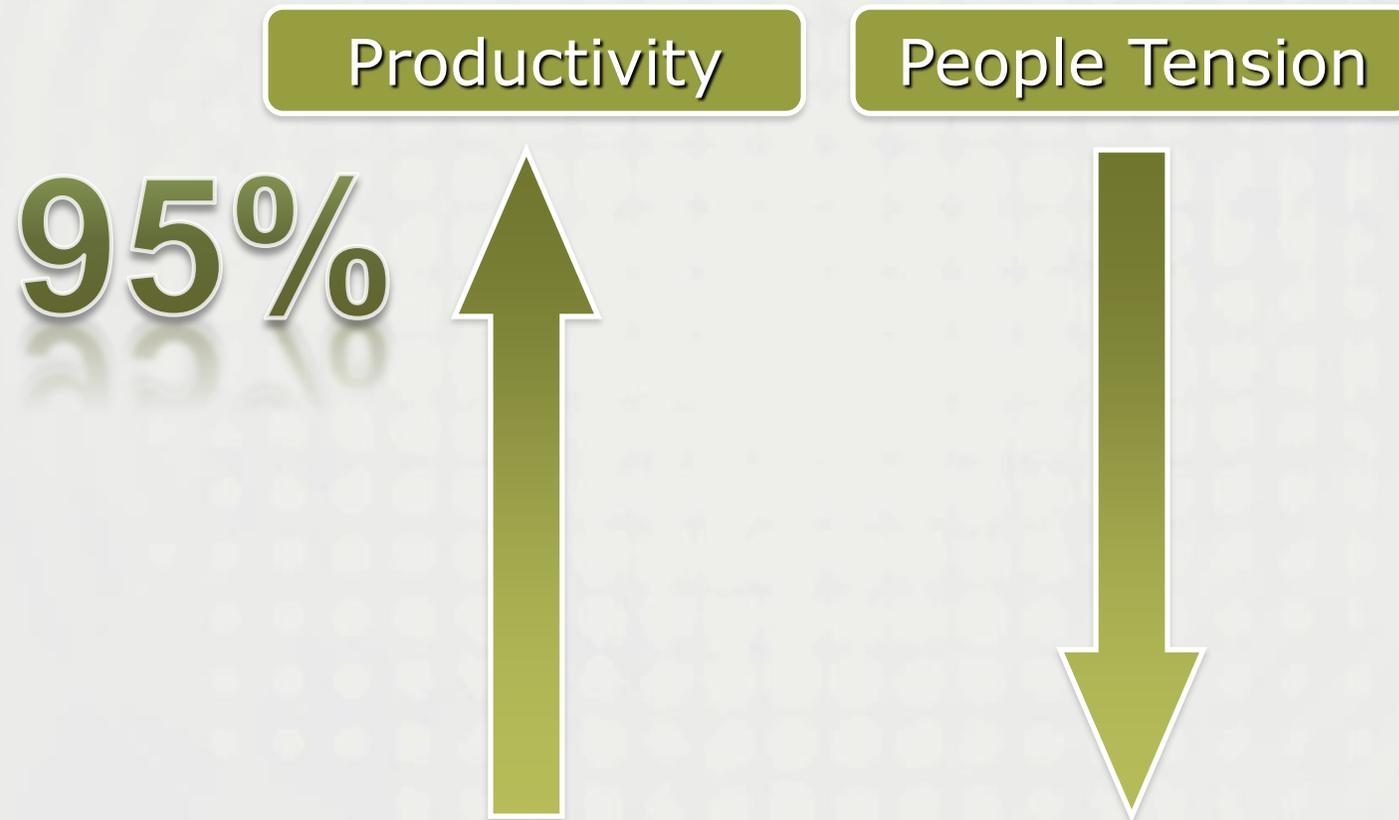
High Attention

Internal

ENERGY

External

Relational Coordination

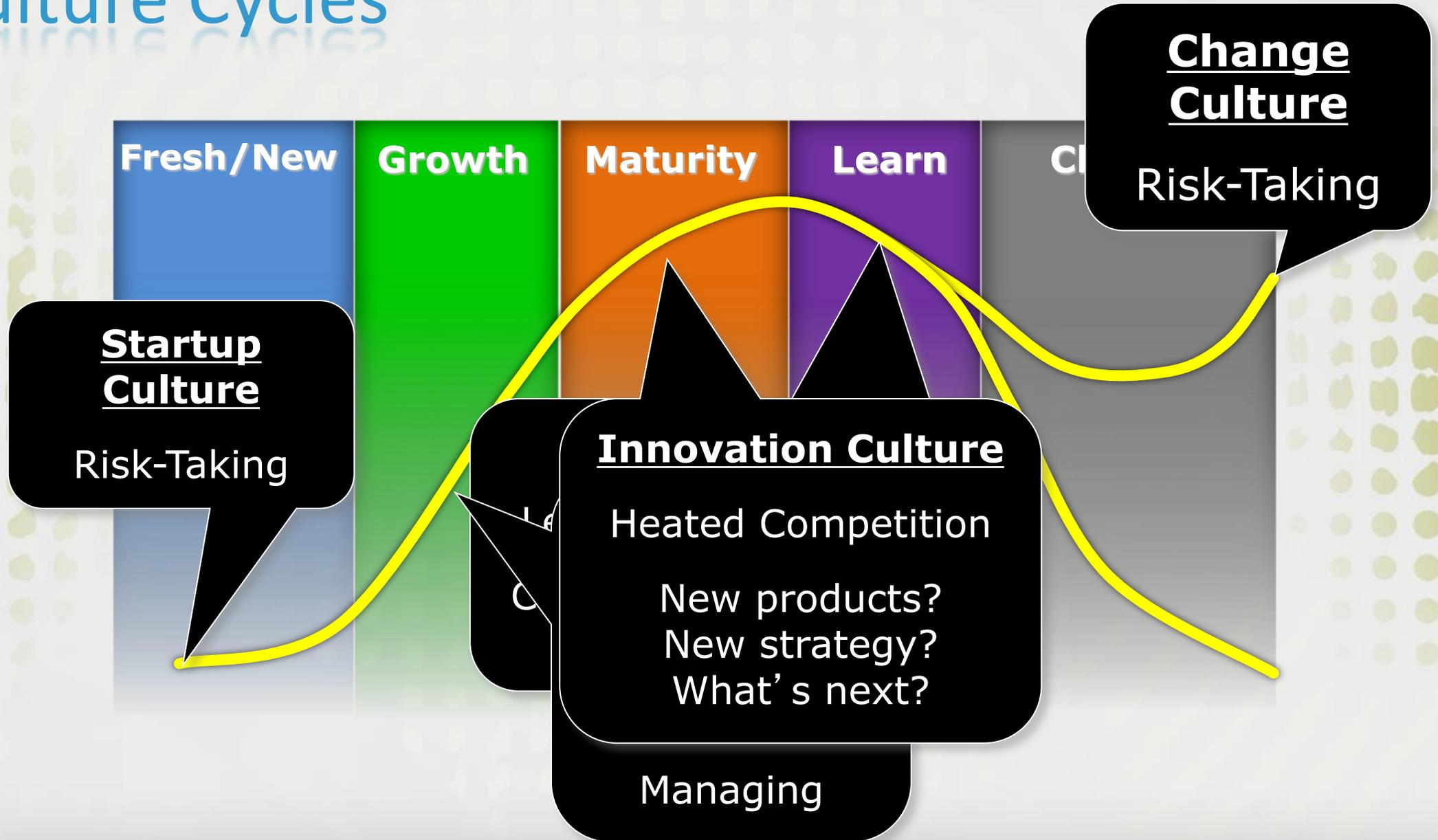


What Drives Culturetopia?





Culture Cycles

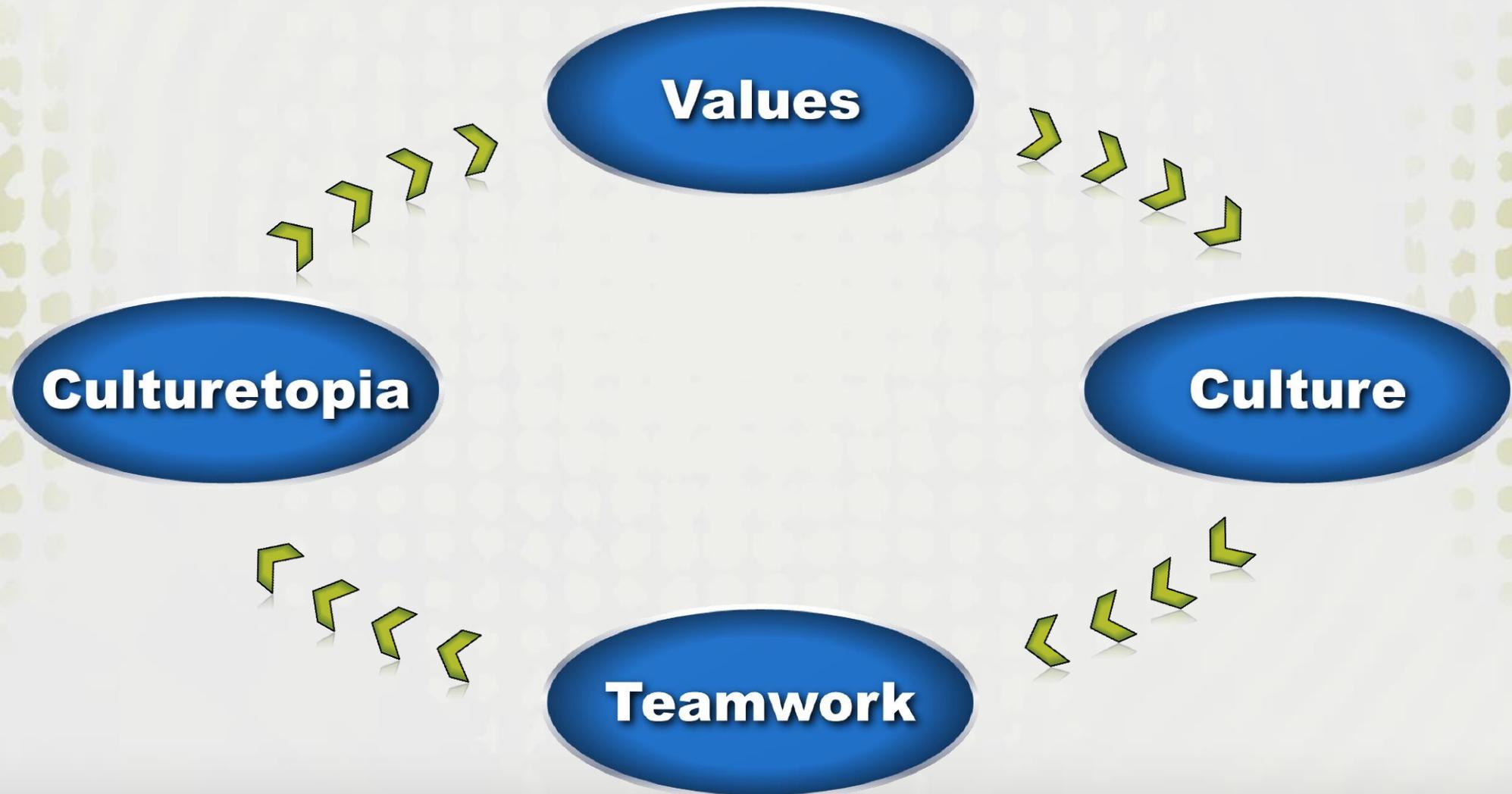


A black and white photograph of a large, leafy tree standing in a body of water. The tree's trunk is visible above the water, and its roots are exposed and spread out across the water's surface, creating a symmetrical, inverted image of the tree's canopy. The background shows a line of trees and a cloudy sky. The image is framed by a thin black border and is set against a green gradient background.

PEOPLE

CULTURE

What Drives Culturetopia?



Southwest Airlines Vision

The vision 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

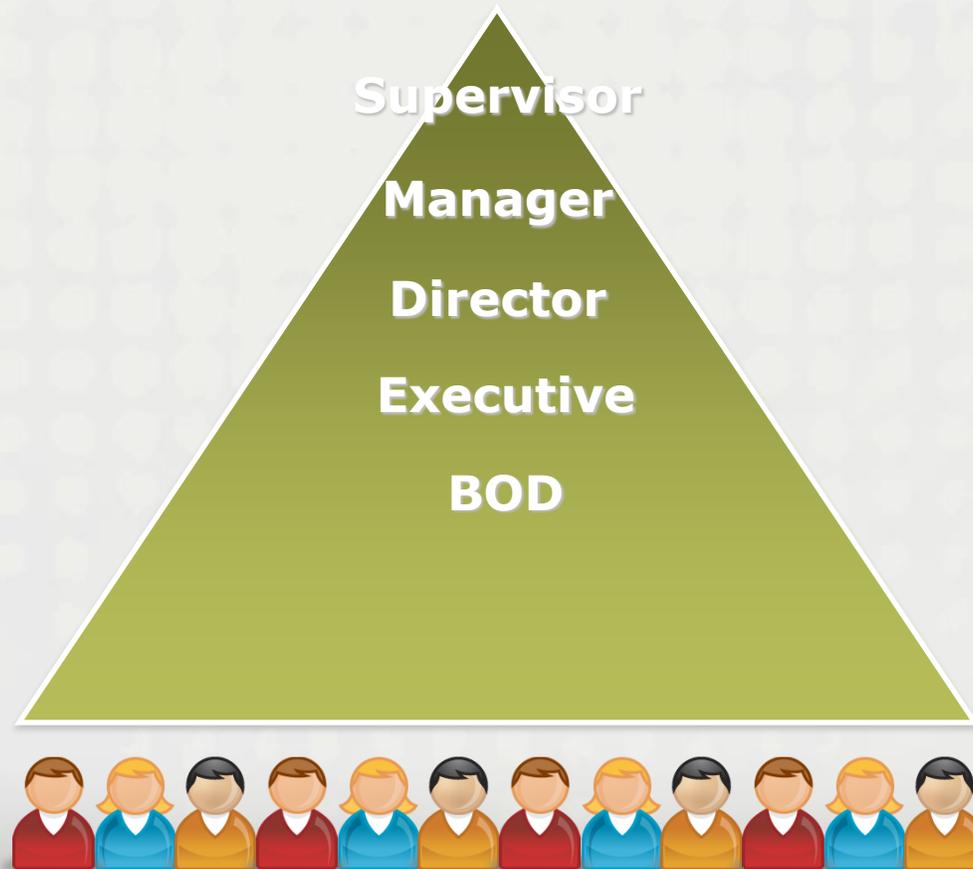
We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth. Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines.

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.

Customer Defined Service

CUSTOMER EXECUTIVE



Customer Service Focus

Southwest Airlines is a customer service company that happens to be in the transportation business.

The level of service you give externally will only be as good as the level you give internally.

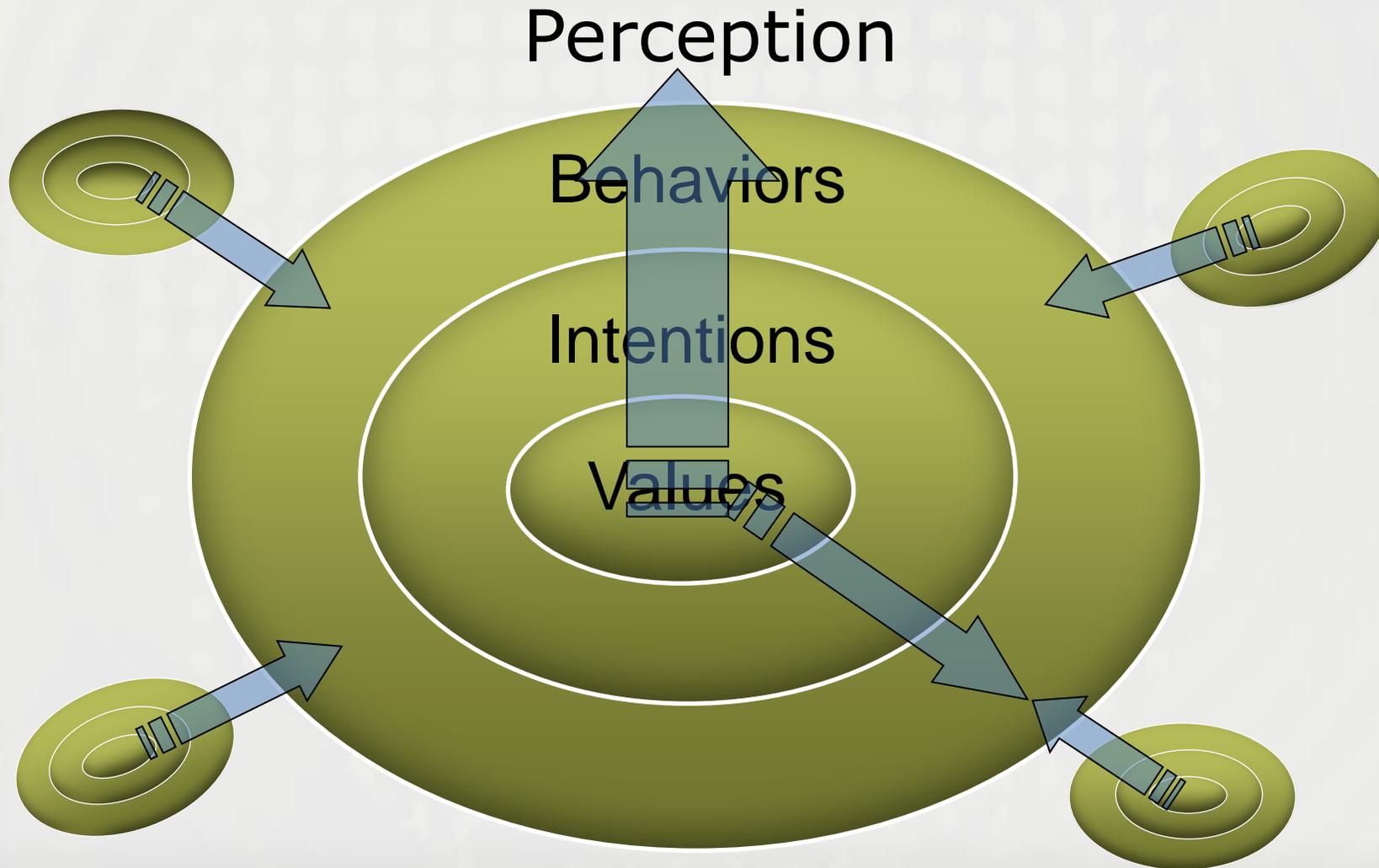


Hire for Attitude
&
Train for Skill

THE
MOMENT
OF TRUTH



Moments of Truth



“What People Notice”

“The 4 Minute Sell” - Research by Janet Elsea

- Appearance
- Facial Expression
- Eye Contact
- Body Movement
- Personal Space
- Touch

Sending Emotional Signals

Albert Mehrabian - Professor Emeritus of Psychology, UCLA

Gestures

55 %

Tone

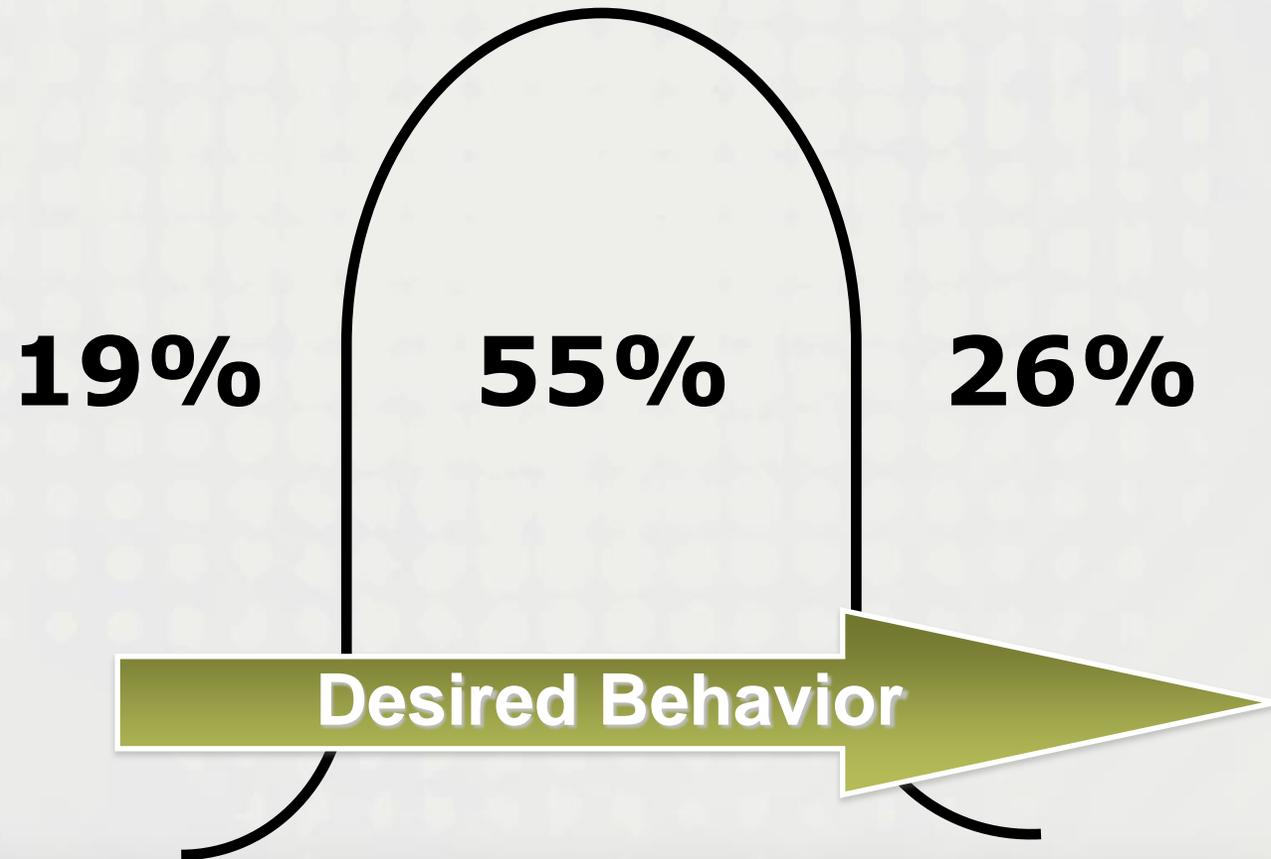
38 %

Words

7 %

Employee Engagement

Research by Marcus Buckingham



The “CASH” Box

C	A
S	H

Competencies

Attitudes

Strengths

Habits

Leadership “Best Practices”

- Clearly define expectations.
- Provide the tools and training to ensure success.
- Get people using their talents and strengths.
- Give frequent recognition and praise.
- Show care and concern for everyone.
- Encourage continuous learning and development.

“Soar with your Strengths”

by Don Clifton

90 wpm

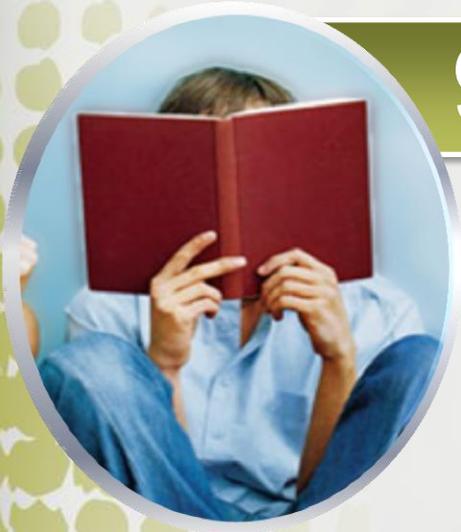
300 wpm

**6 week speed
reading course**

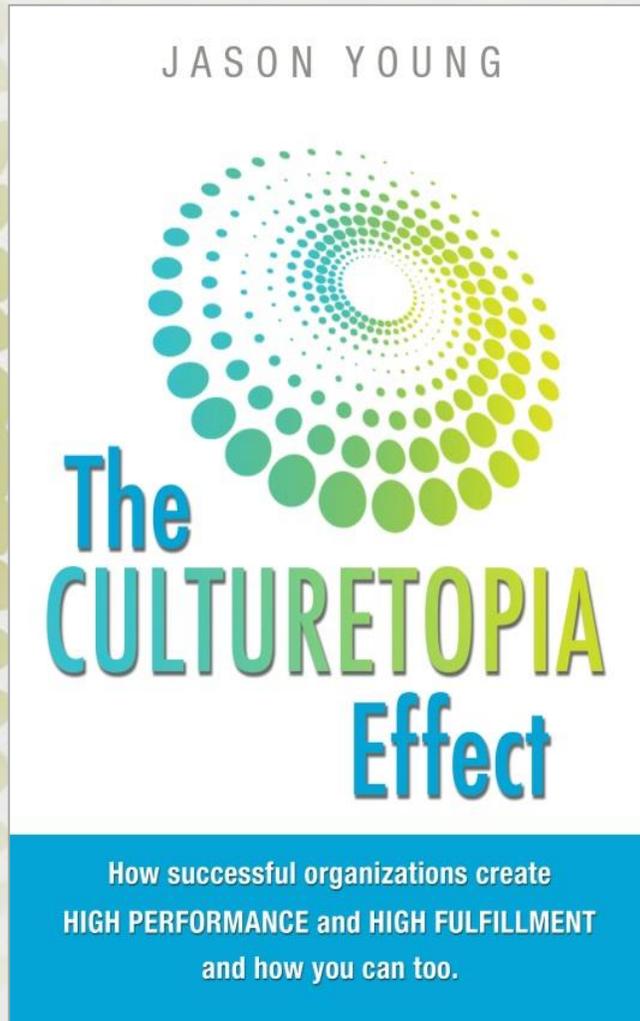
130 wpm

1500 wpm

\$\$



Thank You!



Connect with Jason Young

Phone: (877) 995-2273

Email: jason@culturetopia.com

Web: www.culturetopia.com

Twitter: [@Culturetopia](https://twitter.com/Culturetopia)