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Image source: Southwest Airlines. With tourists, and not businesses, leading the way back to the airports, the airlines that have route networks and ticketing policies favored by leisure travelers ...

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Southwest Airlines has a flight cancellation problem. As air travel demand has come roaring back in 2021, the low-fare airline giant has rapidly ramped up flight volumes. However, ...

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but rather a way of life to which they are genuinely and wholeheartedly committed. The Southwest Airlines journey to create a highly engaged workplace is threefold.



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First, the organization is ...

## ~~Southwest Airlines® Success Story~~

Southwest Airlines Co. LUV is scheduled to report second-quarter 2021 results on Jul 22. The Zacks Consensus Estimate for the company's second-quarter loss has narrowed by 40% in the past 60 days. The

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~~What's in Store for Southwest (LUV) This Earnings Season?~~

Southwest Airlines is running a three-day fare sale for flights booked between now and July 15, 2021. Sale fares are applicable on travel throughout the

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continental U.S. from August 17 through

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~~Routes: Alaska Airlines launches Hawaii sale, Southwest drops 3 day fare sale, more airline news~~

With air travel rapidly rebounding, airlines are scrambling to meet passenger demand.

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Audio destinations. You can search for both one-way journeys and round-trip journeys, and you can filter the flight options ...

~~Southwest Airlines Flights Are 50% Off for a Limited Time~~

US carrier Southwest Airlines was ramping operations back up ... Our crew is

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**Audio** working diligently to get you on your way as quickly as possible. Please continue to hang in there with us!" ...

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~~Audio~~ Tuesday, shares of Southwest Airlines Co (Symbol: LUV) entered into oversold territory, hitting an RSI reading of ...

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won the right of Southwest Airlines to begin flying from Dallas ... A decade later

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he lost a three-way power struggle with Muse, the airline industry veteran he and his personal attorney, Kelleher ...

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Despite the publicly optimistic face



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Audio industry leaders are trying to maintain, they currently can't even agree on how close they are — or aren't — to something resembling full recovery.

~~Don't Let The Optimistic Talk Fool You:  
U.S. Airlines Still Have A Long Way To  
Go To Reach Full Recovery~~

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**Audio** Fifty years ago, the first Southwest Airlines arrival from Dallas landed ... from Dallas Love Field to San Antonio and Houston. One-way fares were \$20, according to the airline's website.

~~Southwest Airlines' first flights landed in San Antonio 50 years ago~~

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**Audio** you can earn 50 points per dollar on purchases made with your card directly with Southwest Airlines, on up to a maximum of \$100 in spending. Eligible purchases include Southwest airfare ...

~~Today only, you can earn 50x points on Southwest Airlines purchases - here's how~~

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~~to get in on the deal~~

After a year in which air travel was essentially shut down, travelers are already roaring back in 2021. According to the TSA, passenger counts through June 2021 were already about 75% of ...

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The fifth CEO in the history of Southwest Airlines, Gary Kelly ... Kelly worked his way up Southwest's finance team, finally taking the position as the company's fifth CEO in 2004.

~~Southwest Airlines - Gary Kelly steps down: - The only thing he can claim is~~

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~~massive success~~

Southwest Airlines has a sweetheart of a sale that could ... Sky Harbor International Airport using the coupon code: \$49 one way to San Diego and Las Vegas in late September.

~~Southwest Airlines is having a 50% off~~

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~~sale. Here's where to fly for cheap from Phoenix~~

US carrier Southwest Airlines was ramping operations back up Tuesday after ... Our crew is working diligently to get you on your way as quickly as possible. Please continue to hang in there with us!"

...

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"If you look at Southwest Airlines, and I admire what they do, they've been the most successful airline in the industry."

--Gerard Arpey, CEO, American Airlines

"Through extensive research Jody Hoffer



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Audit Gittell gets to the bottom of what has sustained Southwest Airlines' positive employee relations and high performance through good and bad times." --Thomas A. Kochan, professor, MIT Sloan School of Management, MIT Global Airline Industry Program In an industry with losses in the billions, Southwest Airlines has an

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unbroken string of 31 consecutive years of profitability. The Southwest Airlines Way examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these

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powerful cooperative relationships and explains how to: Lead with credibility and caring Invest in frontline leaders Hire and train for relational competence Use conflicts to build relationships Make unions its partners, not its adversaries Build relationships with its suppliers

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Colleen Barrett began her career as an executive secretary, yet Southwest Airlines' founder chose her to succeed him as president. When asked why, he said, "Because she knows how to love people to success." --

Reveals the secrets of Southwest Airlines'

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Audio success and describes the unusual and unexpected inner workings of one of America's biggest success stories

Southwest Airlines has a secret sauce, namely its incredible workforce of leaders at all levels. Lessons in Loyalty is an insider's clear, concise and energizing

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teachable point of view on how to build such a winning team.

Nerves of Steel is the captivating true story of Tammie Jo Shults's remarkable life—from growing up the daughter of a humble rancher, to breaking through gender barriers as one of the Navy's first

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female F/A-18 Hornet pilots, to safely landing the severely crippled Southwest Airlines Flight 1380 and helping save the lives of 148 people. Tammie Jo Shults has spent her entire life loving the skies. Though the odds were against her, she became one of the few female fighter pilots in the Navy. In 1994, after serving

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her country honorably for eight years, Tammie Jo left the Navy and joined Southwest Airlines in the early 1990s. On April 17, 2018, Tammie Jo was called to service once again. Twenty minutes into a routine domestic flight, Captain Shults was faced with the unthinkable—a catastrophic engine failure in the Boeing



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737 caused an explosion that severed hydraulic and fuel lines, tearing away sections of the plane, puncturing a window, and taking a woman's life.

Captain Shults and her first officer, Darren Ellisor, struggled to stabilize the aircraft.

Drawing deeply from her well of experience, Tammie Jo was able to wrestle

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the severely damaged 737 safely to the ground. Not originally scheduled for that flight, there is no doubt God had prepared her and placed her right where she needed to be that day.

The #1 Principle of Sustainable Business Success Is Simpler Than You Think ☐Do

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**the Right** Thing is about how any company can stay true to its soul. Jim Parker's deep and abiding belief in the power of people and culture in building a business of lasting worth is evident everywhere; so too is his humility and selflessness as a leader--his stories are not about his own achievements, which are

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Audio many, but those of the people he led, one of the great success stories of our time.□

--Sean Moriarty, CEO, Ticketmaster □Do the Right Thing offers insightful views into the culture, leadership, and decisions that build great companies the right way.

A must read for my management team.

**THIS BOOK ROCKS.**□ --Kent Taylor,

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Founder and Chairman, Texas Roadhouse Restaurants ¶The book is a fun read filled with memorable stories that get at the heart of what it takes to lead in a way that simultaneously satisfies employees, customers, and shareholders. Jim Parker plays the role of eloquent detective and ferrets out the interweaving parts that

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distributed leadership, culture, values, and teamwork play as the underlying layers of a company's success. This is a book about heroes at all levels and the environment needed to create those heroes. A must-read for today's leaders. --Professor Deborah Ancona, Seley Distinguished Professor of Management and Faculty Director of the

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MIT Leadership Center, Sloan School of Management "You'll laugh and cry reading Jim's book, and probably won't be able to put it down. It will forever change the way you view the employees in your organization." --Beverly K.

Carmichael, Member, Board of Directors,  
Society for Human Resource Management

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People matter most. You know that. But most companies would rather slash costs, cut headcount, replace well-paid employees with lower-paid employees or outsourced workers, and reduce customer service. No wonder so many fail—while others focused on doing the right thing remain profitable and growth oriented for



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**Audio** decades. James F. Parker shows why "doing the right thing" isn't just naïve "feel-goodism:" it's the most powerful rule for business success. Parker's stories won't just convince you: They'll move you. Naïve? No way. In this book, Southwest Airlines' former CEO proves why doing what's right is the #1 rule of business

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Audio. James F. Parker tells how after 9/11, Southwest made three pivotal decisions: no layoffs, no pay cuts, and no-hassle refunds for any customer wanting them. The result: Southwest remained profitable and its revenue passenger miles for 4Q01 held steady while the rest of its industry nearly collapsed...and

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Southwest's market cap soon exceeded all its major competitors combined. These pivotal decisions grew naturally from Southwest's culture of mutual respect and trust. Parker offers deeply personal insights into that culture, revealing how those same principles are used by other people and organizations, showing you

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that it's really not that hard to Do The Right Thing! Why doing what's right is the surest way to optimize and sustain value Putting people first...honestly, for real Finding great leaders at every level of the organization Hiring for attitude, training for skills Achieving unprecedented levels of teamwork (and

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Publisher Fact Sheet Uncovers how the best companies win, not by acquiring the right people, but by building the right organization.

Who is Roy Spence and what makes him

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**Audio** the Pied Piper of Purpose? Over the last thirty-five years, Roy Spence has helped organizations such as Southwest Airlines, BMW, the University of Texas, Walmart, the Clinton Global Initiative, and many others achieve greatness by getting them to obsess about one big idea: purpose. With purpose as the North Star, employee

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Audio  
engagement is higher, competition is less threatening, customers are more loyal, and innovation flows. It's the secret to developing a more fulfilling work life as well as a healthier bottom line. Simply put, purpose is a definitive statement about the difference you are trying to make in the world. As Spence writes, "It's your

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Audio reason for being that goes beyond making money, and it almost always results in making more money than you ever thought possible." It's not soft stuff, as some might scoff. Especially during times of great economic uncertainty, purpose is the key to creating and maintaining a high-performing organization. It deserves just



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**Audio** as much attention as strategy, execution, and innovation. A real purpose can't just be words on a piece of paper. It has to get under the skin of every member of your organization like Southwest's purpose of democratizing the skies or Walmart's of saving people money so they can live better. If you get it right, your people will

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feel great about what they're doing, clear about their goals, and excited to get to work every morning. No organization is too big or too small, too niche or too mundane, to benefit from a clearly defined purpose. Spence and coauthor Haley Rushing share their insider insights and case studies to help you discover your

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organization's purpose, proclaim it to the world, and apply it to everything you do. This book will force you to address some tough and profound questions: □What difference do we want to make in the world? □What do we really stand for? □Do we have purpose-based leaders in key roles? □Do our employees feel like what

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Audio they do matters? □Would our customers miss us if we ceased to exist? □Do we bring our purpose to life everywhere we can both internally and externally? Spence's hard-won lessons will change the way you view your job, your business model, your leadership style, and your marketing. They will help you make

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money, make a difference, and with a little luck, make history.

When Southwest Airlines made its inaugural flight on June 18, 1971, experts predicted that the company wouldn't last more than ninety days. Some thirty-two years later, Southwest is the beleaguered

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airline Industry's only profitable major company-"Money magazine has named Southwest Airlines' common stock the premier Investment of the last thirty years. Now Southwest's founding president and CEO (1970-78], Lamar Muse, offers a definitive account of the airline's scrappy beginning. The principles and practices

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that assured the company's success were, largely, Muse's own. Those same winning strategies continue to sustain the company through the market's ups and downs, In "Southwest Passage, Muse delivers plain facts and informed opinions that replace convoluted outsider accounts of the company's history. For anyone wondering

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Audio how the air Industry can renew itself, how Southwest achieved its dominance, or how business really works, this unique story has the answers.

Ten years after the worldwide bestseller Good to Great, Jim Collins returns with another groundbreaking work, this



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time to ask: why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and his colleague Morten Hansen enumerate the principles for building a truly great enterprise in unpredictable,

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tumultuous and fast-moving times. This book is classic Collins: contrarian, data-driven and uplifting.

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