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Southwest Airlines today
Southwest Airlines is a low-cost carrier that has become a major player in the airline industry. It is known for its customer service, on-time performance, and low fares.

Thank you!

Leadership

CULTURE

Organizational Culture

How Culture is created?

Visual Elements of Culture

Organizational Culture Profile

Service Culture

Southwest Airlines
The "kitchen sink" airline

Advertising

Research design

Southwest Airlines: Strategy On Trial

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Southwest Airlines:

Strategy On Trial

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***Please take your seats
and prepare for take-off!***

Southwest Airlines

The 'LUV' airline



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- Established in 1967
- Headquartered at Love Field in Dallas, Texas
- Herb Kelleher, CEO and co-founder
- Began with 3 Boeing 737 aircraft
- Competitors: Texas International, Braniff and Continental

The situation in 1995

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- By 1993, became the leader in passenger boarding
- Strategy: Low costs, low fares, frequent flights and keep the fares simple
- Emphasizes point-to-point routes with no central hub, and an average flight of 65 minutes. Avoids delays
- Maintains the same strategy and operating style



SW has been profitable in every one of the last 21 years, a record achieved by no other major U.S. airline

Advertising

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**WE'D LIKE TO
MATCH THEIR NEW
FARES, BUT WE'D
HAVE TO RAISE OURS.**

No matter what the competition may come up with, Southwest Airlines' everyday low unrestricted fares are still lower than the big Three. That's a fact that can save you a lot of money every day. And unlike our competitors, with our low unrestricted fares, we don't charge you a penalty when your plans change. Which makes our fares the smart choice for you and your company. Always have been. Always will be.


SOUTHWEST AIRLINES
Just Plane Smart.
1-800-FLY-SWA
(1-800-477-6262)




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Work at a place where wearing pants is optional.

Not to mention high-heeled shoes, ties, and pantyhose. Because at Southwest Airlines, we do things a little differently. And it's obvious just by looking at us. Especially when we don't wear pants. You'll see us in casual shorts and shirts. Or colorful pullovers. Plus the ever-popular tennis shoes. Which not only makes Southwest Airlines' people look a little more hip, but also feel a lot more comfortable. And when we feel good, it's contagious.

We're always looking for people who take their jobs, but not necessarily themselves, seriously. So if you're a bit of a ham and unusually allergic to stuffy uniforms, visit southwest.com to learn about job opportunities. You can even create and submit your résumé online. (Or fax your existing résumé to 214-792-7015.) And come to a place where you'll enjoy working your pants off.


SOUTHWEST AIRLINES
A SYMBOL OF FREEDOM
Equal Opportunity Employer

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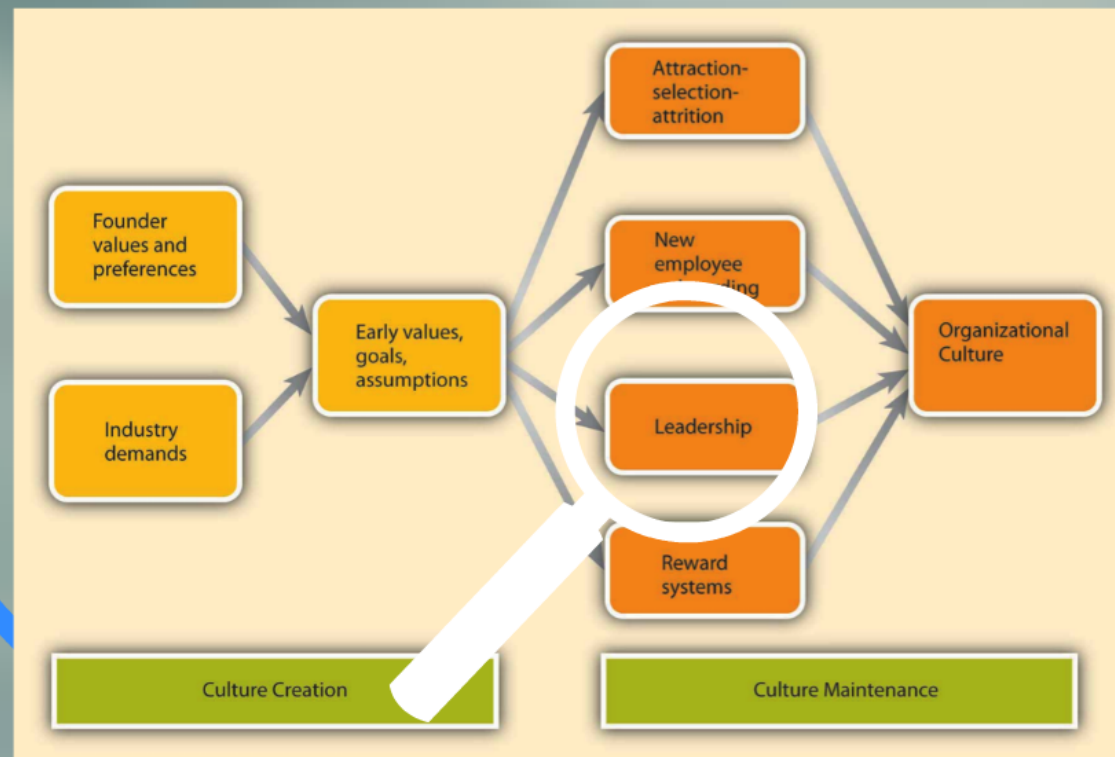


Advertisement
"Transfarency"

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Culture creation and management model

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Herb Kelleher: Southwest CEO & Leader **Thecasesolutions.com**

- 12 march 1931
- Studied philosophy and literature. Worked as a lawyer
- Co-founder and CEO of Southwest Airlines
- He's renowned for his love of bourbon
- His colourful personality helped creating and instauring a corporate structure in Southwest