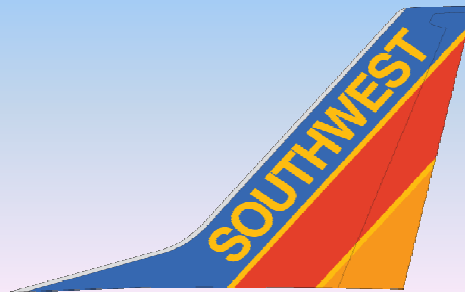


# Healthy & Smart

## HFMA Quarterly Meeting

January 19, 2012



©2008-09 Southwest Airlines Co.

# SOUTHWEST FACTS

- **Based in Dallas, Texas**
- **Largest carrier of US passengers**
- **45,000 Employees**
- **\$15+ Billion in revenues – 38 years of profitability**
- **(Approximately 100 cities served)**
- **Never had an employee layoff**
- **Most unionized – 85%**
- **Third largest aircraft fleet in the world**
- **Fewest Customer complaints**



“The business of business is People.” – Herb Kelleher



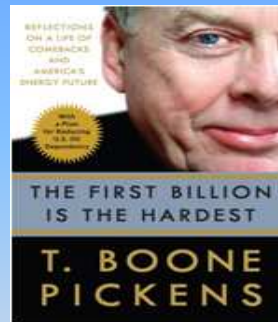
## The Family



## Leaders Make A Difference

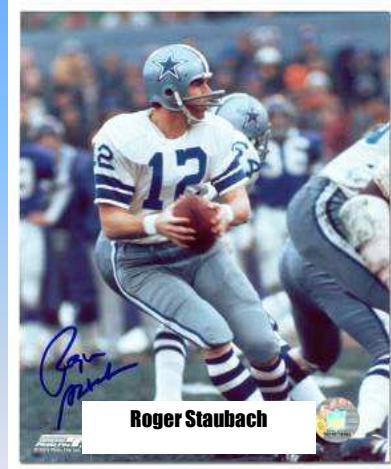


1. Come Early, Stay Late
2. Stay physically fit
3. You don't have to cheat to win



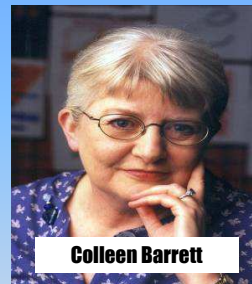
## Leaders Make A Difference

1. Take care of the People and the results will follow
2. There is little traffic on the extra mile
3. Choose the harder right over the easier wrong



## Leaders Make A Difference

1. Golden Rule; Do unto others as you would have them do unto you.
2. Do the right thing
3. Capital "C" Capital "P"



# Leaders Make A Difference



# People First



## AirTran Kickoff Meeting



## We all have disclaimers



# Core Values



## Warrior Spirit...and a "cause"



## Warrior Spirit...and a "cause"





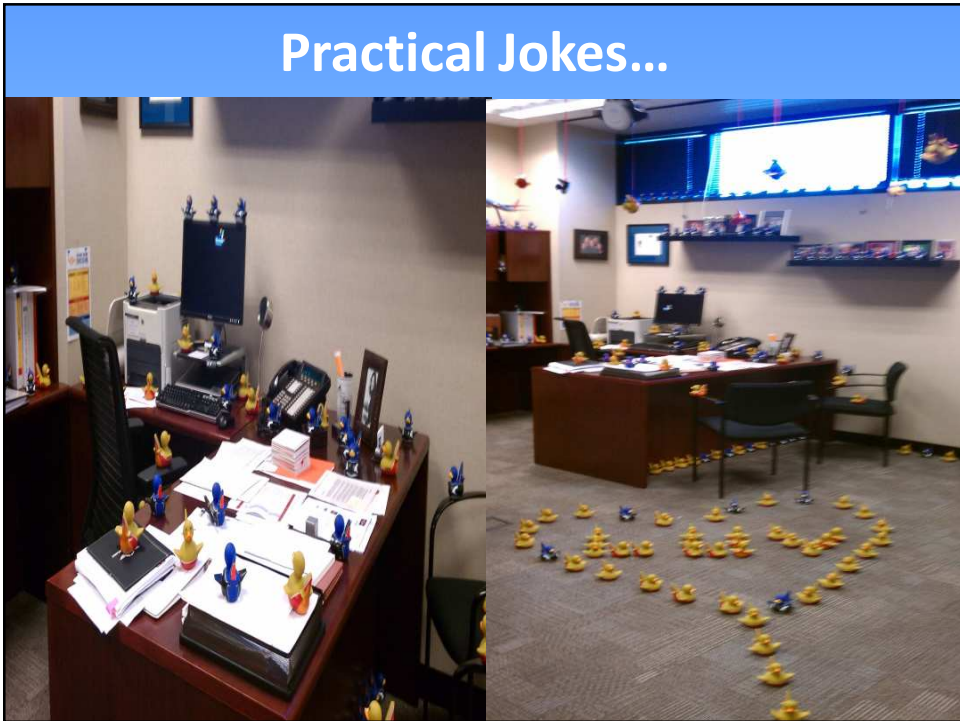
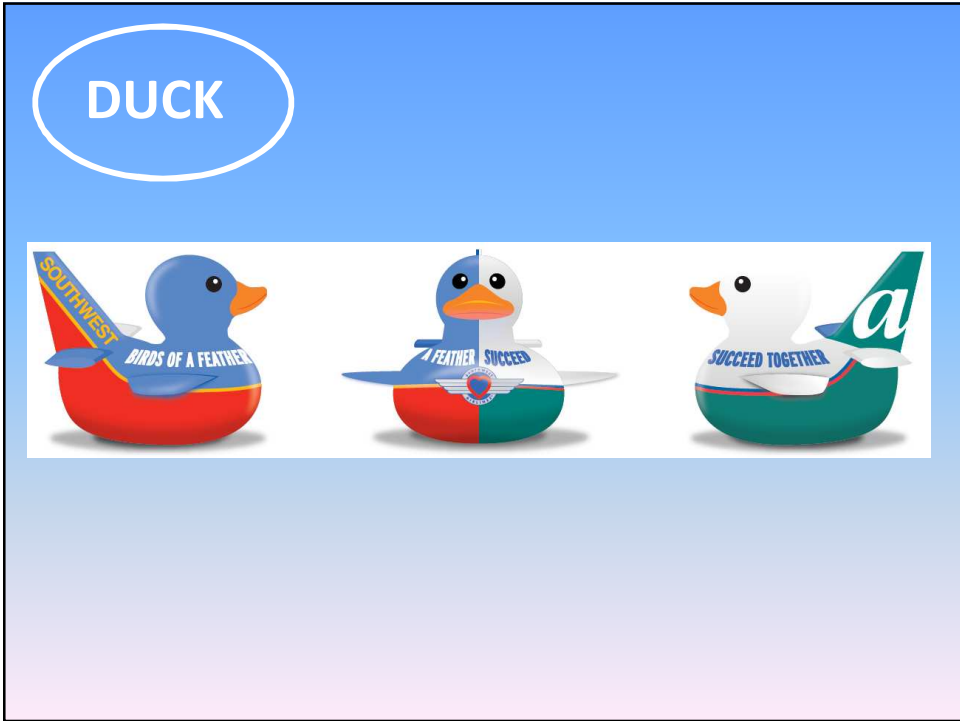
## Know your People

"We've got you figured out."

***Joan Ferris***







## Being Healthy makes your Company Smarter

What about the other way?

### The Advantage: Why Organizational Health Trumps Everything Else In Business – Patrick Lencioni

- Highest wages in the industry
- Most heavily unionized
- No significant fuel price advantage
  
- Most productive
- Highest Employee and Customer satisfaction
- 39 years of profitability / 41 years without layoffs

Would your Employees bake cookies to raise money for your business?



It's the little things...



