

What are the key
elements of
southwest's culture?



**ASSIGN
BUSTER**

What are the key elements of Southwest's culture? Is Southwest a strong culture company? Why or why not? What problems do you foresee that Gary Kelly has in sustaining the culture now that Herb Kelleher, the company's spiritual leader, has departed? There are four elements as keys to southwest's culture: Hire great people, treat them like family – when you treat them right, then they will treat the customers right. Care for our customers warmly and personally like they're guests in our home.

Keep fares and operating costs lower than everybody by being safe, efficient and operationally excellent. Stay prepared for bad times with strong balance sheet, lots of cash and a stout fuel hedge. I think southwest is a very strong culture company because of Herb Kelleher. Herb Kelleher established the company and created its culture by emphasizing the importance of employees, because of two reasons: 1. if you treat your employees like your customers then they will treat your outside customers right. 2. the people of southwest airline are "the creators" of what we have become and of what we will be.

In other words, the employees are the face of the company and they create the image of the company. With the signing of the current CEO, Gary Kelly, the culture point of view is changed. Gary Kelly is more concerned about the customer safety, convenience and etc, compared to Kelleher who is more about the employees, he is more creative. Kelly is a person that works by the book, on the safe side, and that explains why his four elements factors look like a list of warnings. His point of view is different and that can lead to many changes in the culture of Southwest airlines.