

Mission, Vision, Values / Priorities Card

Target Audience: Leaders at all levels

Purpose

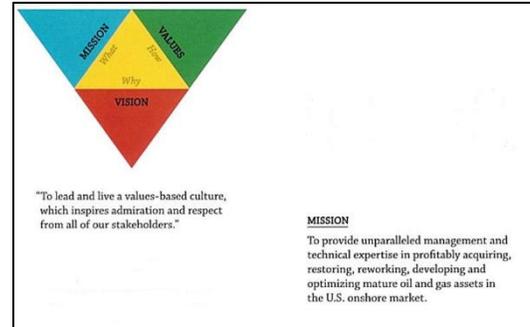
To align focus, build a shared sense of purpose, provide clear vision-guidance-expectations, increase transparency, and improve commitment, loyalty and trust as a team.

Description

Most organizations build purpose, vision, and mission statements as a part of their strategic development efforts. Additionally, many organizations establish core values in an effort to define, build and grow their culture. Often these are extremely powerful strategic endeavors, occurring at unit off-site events. Teams walk away with a clear vision and purpose in addition to understanding the why, how and what of their organization. Yet, just as quickly as the energy and clarity arises, it can fade if not attended to, nourished, reviewed, and instilled into the fabric of our daily lives.

Truly great organizations integrate their vision, mission, and values into everything they do. They shape the focus of meetings, decision making, priorities, and even performance appraisals. They “communicate the message” frequently and effectively through modeling, sharing, and inspiring others to do the same.

As a reminder, vision conveys potential (and with purpose is the *why*). Mission relates the *what*. Values is the *how*. “It’s not just what you do, it’s how you do it.”



Our Values

- ETHICS** "Doing the right thing"
 - ▶ Demonstrating integrity
 - ▶ Being honest
 - ▶ Respecting others
 - ▶ Modeling trust
- EXCELLENCE** "Going the extra mile"
 - ▶ Creating value for stakeholders
 - ▶ Achieving new and better standards
 - ▶ Acknowledging and rewarding superior performance
 - ▶ Integrating innovative technology
 - ▶ Meeting full compliance and minimizing risk
- COMMITMENT** "Honoring our promises"
 - ▶ Demonstrating mutual respect
 - ▶ Passionate about performance
 - ▶ Persevering with courage
 - ▶ Building a legacy of leadership
 - ▶ Being a good neighbor in the community
- COLLABORATION** "Achieving extraordinary results"
 - ▶ Rewarding learning and teamwork
 - ▶ Maintaining interdependence
 - ▶ Being authentic
 - ▶ Valuing the contributions of all
 - ▶ Attracting, developing and retaining the best committed people

Our Purpose
Connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

Our Vision
To become the world's most loved, most flown, and most profitable airline.

Our Values
Live the Southwest Way
Warrior Spirit
Servant's Heart
Fun-LUVing Attitude
Work the Southwest Way
Safety and Reliability
Friendly Customer Service
Low Costs

Our Mission
The mission 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.

Employee Expectations

All Employees

Live the Southwest Way
Warrior Spirit: Work hard, Desire to be the best, Be courageous, Display a sense of urgency, Persevere, Innovate

Servant's Heart
Follow The Golden Rule, Treat others with respect, Put others first, Demonstrate proactive Customer Service, Embrace the Southwest Family

Fun-LUVing Attitude
Have FUN, Don't take yourself too seriously, Maintain perspective (balance), Celebrate successes, Enjoy your work, Be a passionate Teamplayer

Work the Southwest Way
Safety and Reliability
Embrace a Culture of Safety and compliance; adhere to the Safety and Security Commitment
Meet operational and performance objectives while following policies and procedures

Friendly Customer Service
Strive for continuous improvement
Approach all Internal and External Customers with hospitality

Low Costs
Complete daily job duties at lowest cost possible
Complete projects ontime and on budget

All Leaders

Develop People
Know your People, Set clear expectations, Delegate responsibility; hold People accountable, Encourage strengths; address weaknesses, Provide timely, candid feedback, Build a bench

Build Great Teams
Identify the right People for the right job, Build and maintain trust among Teammembers, Encourage vigorous debate and dialogue, Gain commitment to shared goals, Seek diversity, Always be on the lookout for great People

Think Strategically
See beyond today's activities, Act like an owner, Embrace problem solving, Translate broad objectives into specific action plans

Employ

- As a team, develop your unit’s mission, vision, and values in alignment w/ HHQ’s. Lay out expectations and priorities. Encourage equal & creative input. Aggressively seek feedback.
- Present to work centers at all levels. Seek their input and feedback. Invite flights/teams to develop & present their plans/goals based on the unit’s goals.
- Creatively connect / relate analogies / stories / graphics. Keep it simple!
- Share, distribute freely, repeat often. Apply to every day decisions. Post everywhere. Live it!

