



***Lead Smart: High-Performance  
Leadership***

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Jason Young  
President  
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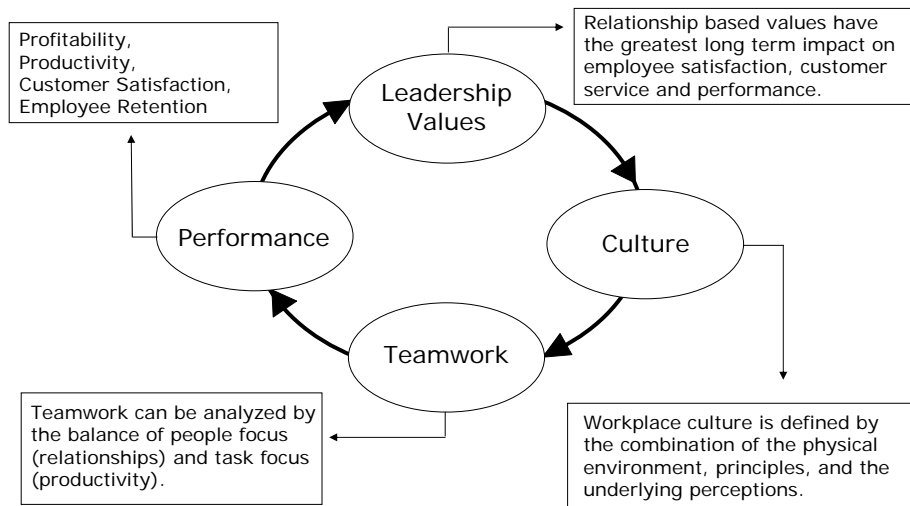
3:45pm – 5:00pm  
Tuesday, November 18

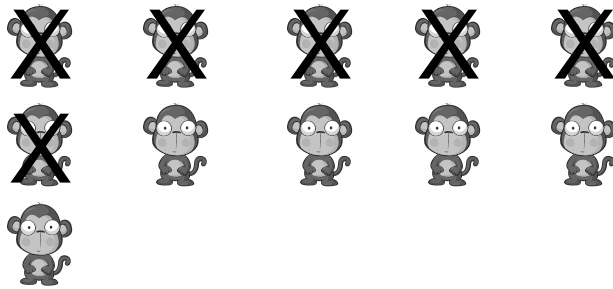


# LeadSmart

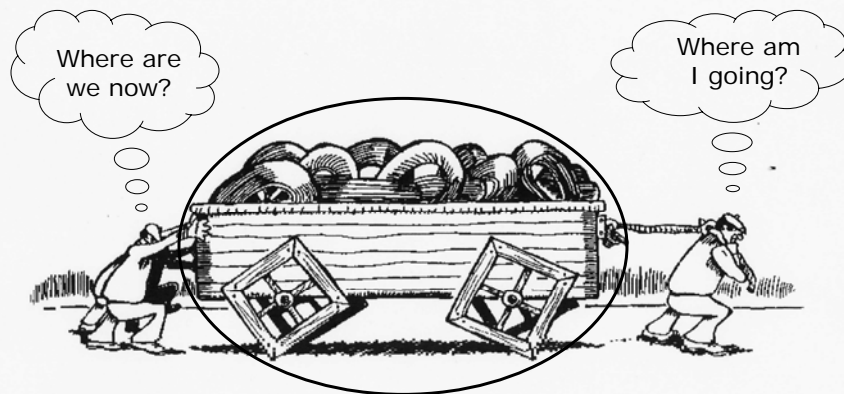
## *High-Performance Leadership*

# What Drives Performance





## Square Wheels



Leadership makes the difference!

## Leadership Values

- There is a Shared Sense of Direction & Purpose

## Southwest Airlines Vision

The vision 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.

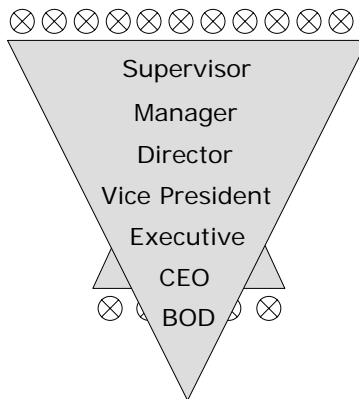
Above all,  
Employees will be provided the same concern, respect, and  
caring attitude within the organization that they are expected  
to share externally with every Southwest Customer.

## Leadership Values

- There is a Shared Sense of Direction & Purpose
- Customers Define the Approach to Business

## Customer Defined Service

CUSTOMER

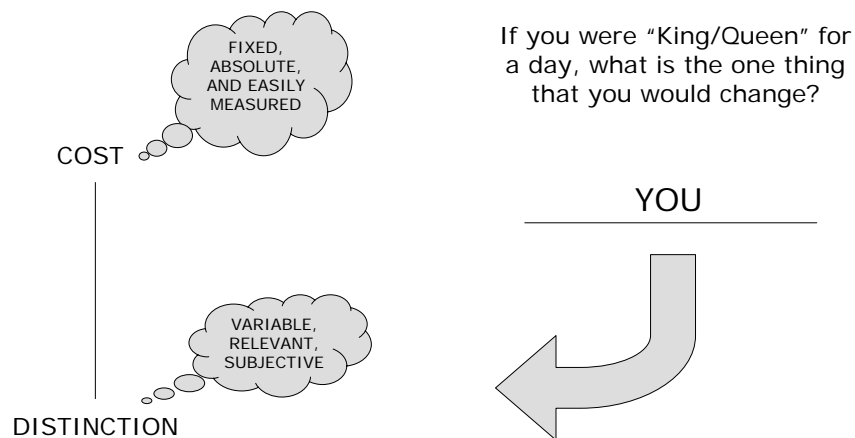


## Customer Service Focus

Southwest is a Customer Service company that happens to be in the transportation industry.

The level of service you give externally will only be as good as the level you give internally.

## Customers Want Value



If you were "King/Queen" for a day, what is the one thing that you would change?

## Leadership Values

- There is a Shared Sense of Direction & Purpose
- Customers Define the Approach to Business
- Managers/Supervisors are There to Help

## The Gallup Research

- Provide clear work expectations
- Provide the right tools
- Get people doing what they do best
- Give frequent recognition/praise
- Show care and concern for employees
- Encourage employee development

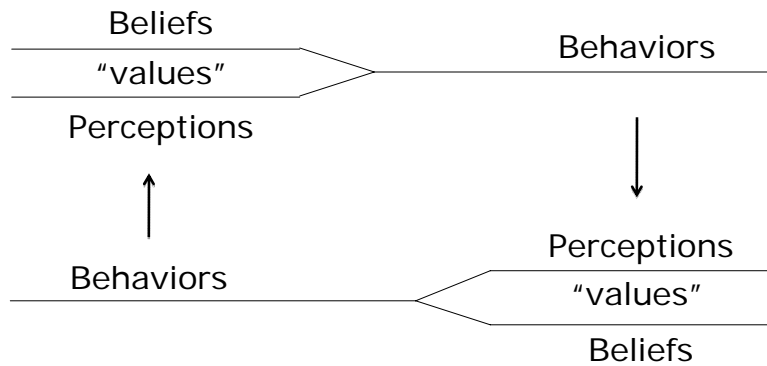
## Gallup Research Cont.

- My opinions count
- The mission and purpose of my company makes me feel my job is important
- There is a commitment to quality
- I have close friends at work
- My performance is evaluated often
- I have opportunities to grow

## Leadership Values

- There is a Shared Sense of Direction & Purpose
- Customers Define the Approach to Business
- Managers are There to Help
- Maximize Your Leader Influence

## Leadership Influence



## What People Notice

"The 4 Minute Sell" - Research by Jane Elsea

- Skin Color
- Gender
- Age
- Appearance
- Facial Expression
- Eye Contact
- Body Movement
- Personal Space
- Touch

## Emotional Messages

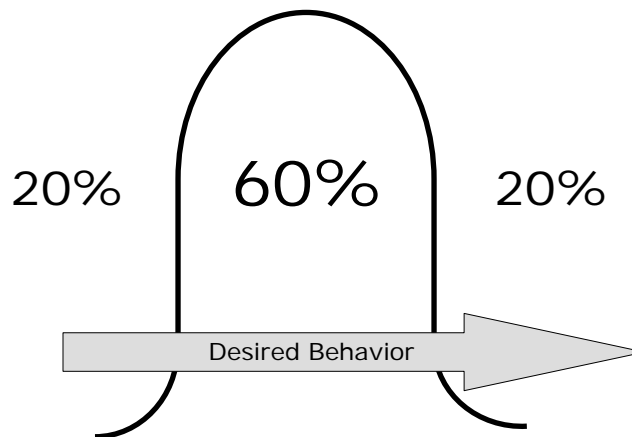
Albert Mehrabian - Professor Emeritus of Psychology, UCLA

Gestures 55 %

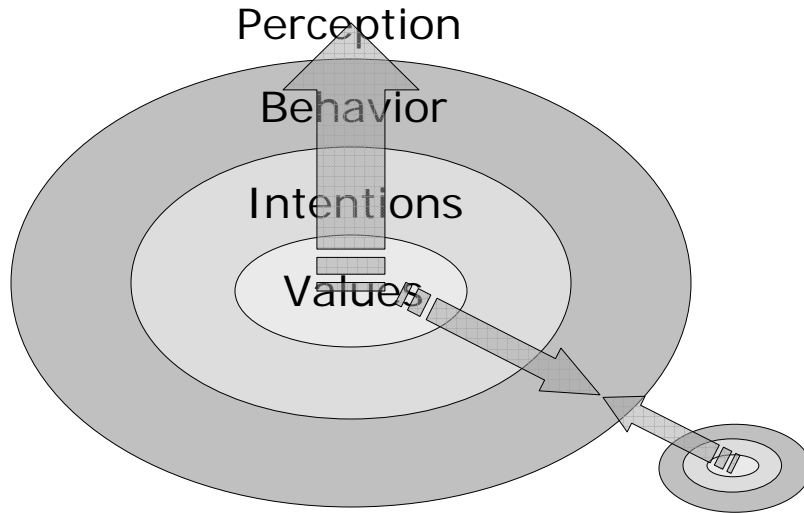
Tone 38 %

Words 7 %

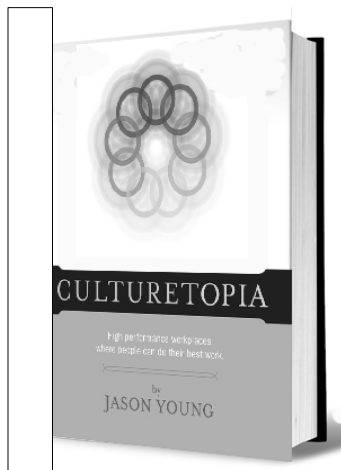
## Who Gets More Attention?



## The Relationship Trap



## Thank You!



[www.culturetopia.com](http://www.culturetopia.com)

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