

**Leadership is not
something you do to
people, It's something you
do with them!**

VALUES

Words or Actions

Simple

Not EASY

SERVING vs. Service

Melting the “**ice**” in Service

The Promise vs. Reality

What's said and what's done

LEARNING

Or being Taught

FUN

Finding the Joy Within

Liquid Culture

No Deposit – No Return

Old Words New Thinking

Awareness

Alignment

Accountability

Adaptation

Keeping the Spirit Alive

Sustainability

YOU ARE NOW FREE TO BE YOUR BEST.



NOW HIRING

SOUTHWEST AIRLINES®
A SYMBOL OF FREEDOM

southwest.com

INFINITY