



SPEAK  
LIKE YOU  
MEAN IT™

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*For the Media: Notes on  
PURPOSE*

echelonCOMMUNICATE



# SHARED PURPOSE

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*We exist to...*

# VISION COMMUNICATION IS *purpose-driven;* *it* **ALIGNS** *and* **INSPIRES**

*Where* **ARE**  
**YOU GOING?**  
DESTINATION

*Why* **DO**  
**YOU WANT TO**  
**BE THERE?**  
PURPOSE

*How* **WILL**  
**YOU GET**  
**THERE?**  
STRATEGY



# SHARED PURPOSE

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## SHARED PURPOSE

### WHY DO WE WANT TO BE THERE?

Compelling reason for  
being that unites us and  
captures our intended  
impact on the world  
We exist to...

### HOW PURPOSE FUNCTIONS:

- Transcends the day to day... meaningful, valuable, worth working for
- Connects individuals to the organization and to each other
- Captures impact beyond profits
- Powers Vision



# PURPOSE DRIVERS — SOUTHWEST AIRLINES



Serving  
Underserved  
Populations

Creating Products  
that change the  
Game / Creating  
New Paradigms



Fighting  
for Noble  
Causes



Seeing What  
Others Can't see



Enlightening  
and  
Empowering  
People

- In 1971, Herb Kelleher saw flying as reserved only for the “elite” - Only 15% of the population flew.
- Herb Kelleher created a new model in aviation to change that: Simplicity = Speed and Low Cost.
- Today: 85% of the population have flown.

# OPERATIONALIZING PURPOSE

## *Simplicity: speed & low cost*

**737 Fleet only** simplifies operations -- pilots, repair crews, parts, flight attendants, baggage handlers all know their part in delivering **speed and low cost**

## *Personal Freedom*

**No Baggage Fees** means less hassle and more choice  
Only airline not to charge for baggage fees: \$1B+ in fees “lost”

**GIVING PEOPLE THE  
FREEDOM TO FLY**

## *Keep them flying*

**In the air more than any other airline**  
SW fleet aircraft flies 11.5 hours per day versus 8.6 hours per day for industry



**SOUTHWEST**

You are now *free*  
to move about the country

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# SPEAK LIKE YOU MEAN IT™

## BE AUTHENTIC



Be Real. Who you are is as important as what you say. Communicate what you know... and what you don't know. Always have respect. Be yourself at your best. *Connect.*

## BE CLEAR



*What needs to be said? What's the best way to say it?* Determine audience, objectives, and key messages. Provide context and a call to action. *Get to the point.*

## INFLUENCE



Content is king and **relevance** rules. Followership based on attraction. Your content, your pov, supported by data, powered by passion. *Put a stake in the ground.*

## INSPIRE



Invoke a higher purpose and connect all to it. Paint a compelling vision and invite others to co-create it. Listen. Be inspired yourself! *Serve.*

## PHYSICAL + VOCAL ENERGY



To deliver your best "performance" connect to your passion. Consciously create the energy you want for your audience. Breathe. *Your body is your instrument.*

## BRING IT TO LIFE



Tell a story, share an anecdote, paint a picture to communicate in a way that resonates with your audience, emotionally & intellectually. *Right brain/Left brain.*

## RESONANCE

Communication that connects, reverberates, and has lasting value. Meaningful, inspiring, "I get it!" Operates intellectually and *energetically.*

