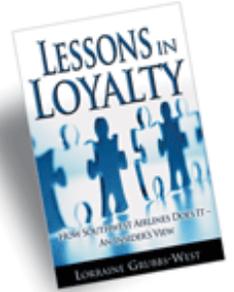


Lessons in Loyalty Workshop: How Southwest Airlines Does It, and You Can Too

Business Challenge

- 98% of employees feel they do not receive enough recognition for the work they do (American Management Association).
- 22.5 million of all U.S. workers are “actively disengaged” costing the U.S. economy an estimated \$300 billion per year. Negative workplace relationships are a big part of “disengagement” with jobs (Gallup Management Journal's semi-annual Employee Engagement Index).
- A bad hiring decision will cost the company 100-200% of that employee's annual salary (PeopleFirstSolution).
- 76 million Baby Boomers will become eligible for retirement between 2008 and 2020 with only 46 million Generation X-ers following the boomers (Bureau of Labor Statistics).
- 22 percent of the total U.S. workforce, estimated currently at 148 million workers, is “free agents” (Kelly Services).
- Heart attack survivors who experience 30 minutes of humor daily are less likely to experience second heart attacks, required lower doses of medication, and had lower blood pressure (Mind/Body Health Newsletter)



Join us up close and personal for a day of highly interactive learning based on the book **Lessons in Loyalty-How Southwest Does It- An Insider's View** by former Southwest Airlines' executive Lorraine Grubbs-West. The workshop provides an exciting and comprehensive understanding for creating an unparalleled bond between employees, leaders, and customers. The result? Dedication! Satisfaction! Happiness! Loyalty! And, of course, a Better Bottom Line! Plan to share your ideas, learn from others, be very active, and have a whole lot of **fun!**

Target Audience

Leaders at all levels

Workshop Length

7.5 hours

Learning Objectives

This workshop will guide organizations through the nine lessons in this practical and positive book which emphasize **putting people first**, thereby creating loyal employees, faithful customers and a better bottom line.

- Hire Attitude – Train Skills
- Defining the type of employee, structuring the hiring process, and incorporating recruiting strategies
- Immerse Everyone in the Culture Immediately
- Providing a positive welcome and environment that accurately reflects the company culture, values, and expectations
- Keep 'Em Learning

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- Presenting unique opportunities for employees to grow, professionally and personally
- People Give As Good As They Get
- Showing employees they are highly valued while sharing low cost ideas for high impact recognition
- Find the Kid in Everyone
- Learning to use fun as a strategy: Fun + Strategy = Increased Profits!
- Do More With Less
- Establishing an ownership mentality and implementing a “do more with less” mindset
- Luv ‘Em in Tough Times
- Taking care of employees during tough times promotes employees taking care of the company through tough times
- Do What’s Right
- Creating a “Do What’s Right” environment and mentality in your people
- Nurture the Corporate Family
- Learning the value/importance of nurturing “all your relatives”

**For more information, please contact us at clservices@cornerstoneleadership.com
or visit our website at <http://services.cornerstoneleadership.com>**