

Protecting Products and Profits

Southwest Air - 812



- Phoenix to Sacramento
- 36,000 ft
- Fully loaded

External Sheathing failure at cruising altitude – rapid decompression!

A Problem for Maintenance?



- Flight hours < Limit
- TOs & Landings < Limit
- Pressure to control costs
- History Defendable

But ...

- Impact of repeated turbulence
- Number of rough landings
- Data recorded – Analyzed
- Would it had made a difference?



Cost to SWA – Probably High

- Short notice inspections: 78-300 models
- Revenue loss
- Passenger disruption and rescheduling
- Reputation – Public & FAA
- OT and extra spending

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Interesting Questions

- Preventable with earlier (condition or usage based) inspections?
- Could the head of this group been persuasive enough to make the case?

Learning Points

- What did his bosses say?
- Did he do his job?
- Could/should he have done more?
- Were the manufacturer's guidelines reliable
- Did he understand his fleet & business consequences of interruption
- Fortunately – disaster was avoided – Flt 812 landed safely at Yuma Marine Air Station 40 min after TO

Why bring that up?

Bigger Picture -

Our responsibilities are much wider

- Create and maintain a corporate image
- Protect products and profits
- Add value
- Communicate what you do

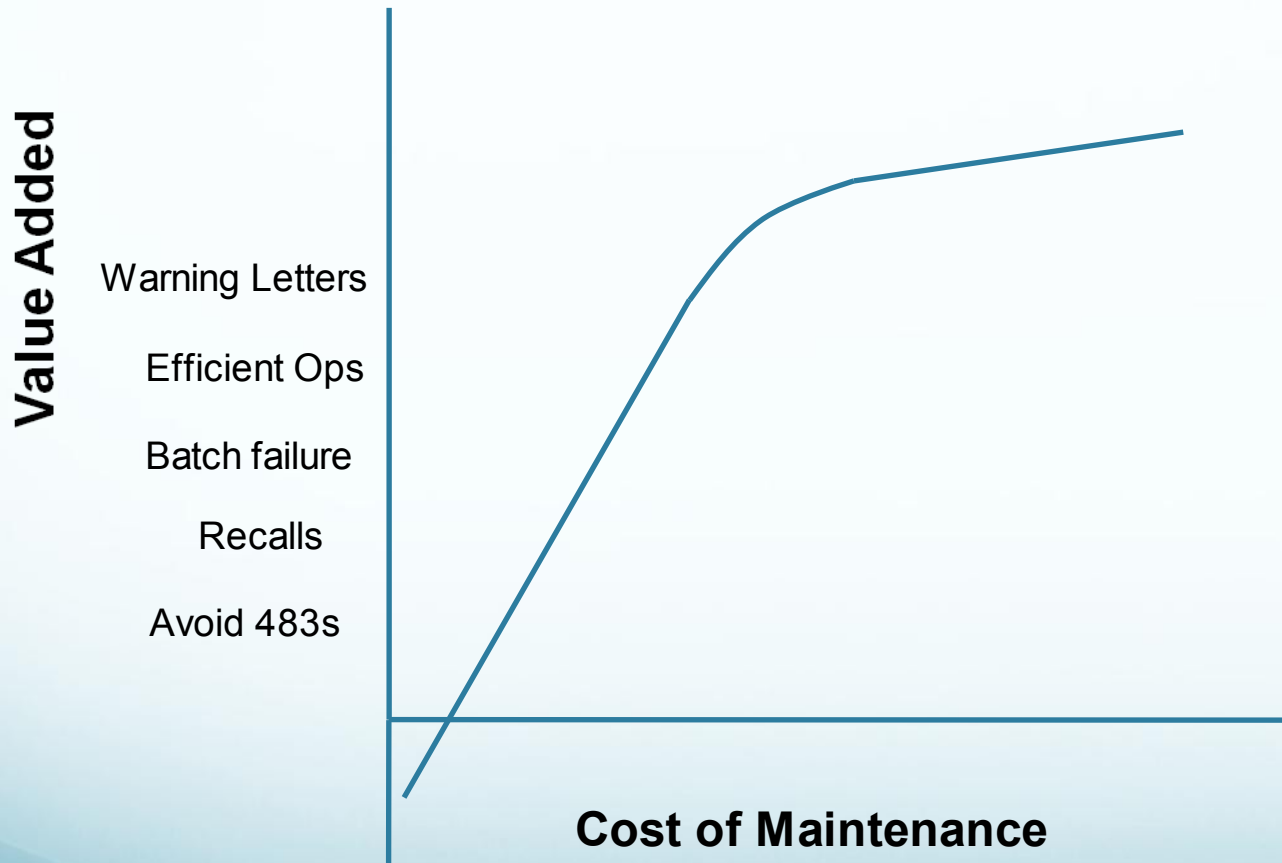
Creating a Corporate Image

- This is simple, low cost and fully in your control
- Manage visitor 1st impressions ... FDA, corporate execs, vendors, other sites
- The physical condition of your site
 - Aesthetics
 - Comfort
 - Well maintained and taken care of – project quality
- High value activity, low cost ...

Protect Products and Profits

- The SWA story
- Understand how products are made
- Understand parameters and conditions required for Quality
- Ensure systems and staff are capable and current
- Identify areas where more effort will bring benefit or prevent problems

Add Value & Measure It



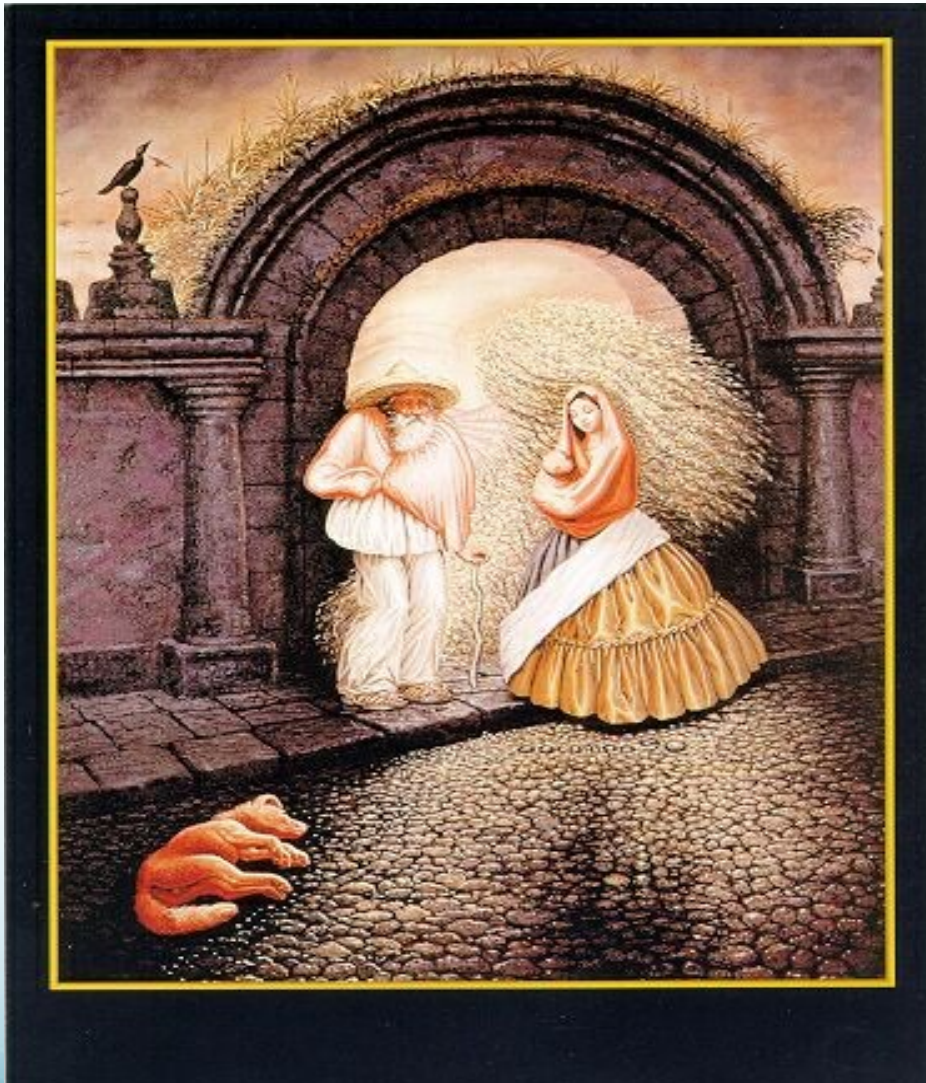
Communicate

- In business not technical terms (value, risk)
- Use persuasion and influence
- Promote your groups achievement ... get recognition
- Build your network ... share accomplishments build support for new initiatives ... make others part of it
- Real world is gray ... 2th decimal rarely achievable ... simple, clear better than complex

Conclusions

- Unwritten parts of Job – most important
- Condition and usage takes priority over manufacturers view
- Appropriate spend requires persuasion and influence – value and risk is the language to use

What do you really see?



Questions?