

Gary laid it out at the Message: “We are also changing because we want to, because we aspire—not just to be better—but, to be the best. We are the best in America. We can be the best in the world.”

**OUR VALUES: How do we behave?**

Defining our values tells us what principles will guide us along our journey.

Our values have not changed. When “Living the Southwest Way” became part of our vocabulary in 2005, this concept described the qualities of the People who had built Southwest Airlines—and it became the standard for those who would continue to carry us forward.

**Live the Southwest Way**

**Warrior Spirit**

**Servant’s Heart**

**Fun-LUVing Attitude**

We also have defined what it means to “Work the Southwest Way.” This provides us guideposts and criteria for how we work as Employees. Safety must always be top of mind. Reliability is core to our business. Friendly Customer Service applies whether you’re talking about Internal or External Customers. And we must be low cost or our future is jeopardized.

**Work the Southwest Way**

**Safety and Reliability**

**Friendly Customer Service**

**Low Costs**

**OUR MISSION: Who are we on the inside?**

Our Mission is our foundation. It’s the bedrock we are built upon and we must

continue to embrace the actions and attributes of our Mission. Our Mission Statement has not changed because it is enduring.

The Mission 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.*

So, in short, we are the same Employee-centered, Customer-oriented Southwest Airlines we’ve always been. Our Purpose, Vision, Values, and Mission set the tone for who we are, where we’re going, and how we will get there.

That doesn’t mean we won’t change—in fact, just the opposite. Knowing who we are and what we stand for gives us the Freedom to change to stay relevant. As Gary said, “Staying true to our purpose, oddly enough, demands continual change—because the world changes.”

HOW we serve Customers will change. But serving Customers will be a constant. HOW our work environment looks and feels will change. But the fact that we will take care of Employees will be a constant. HOW we operate will change. But being Safe and reliable are not negotiable. HOW we maximize revenue will change. But the fact that we must be financially secure is a constant. We are fortunate to work for a Company that believes in a Purpose much bigger than ourselves and a Vision that casts a dream for the future.

**“SOUTHWEST**  
*is a*  
**GREAT**  
*place to*  
**WORK,**  
*and brings*  
**THE GREATEST**  
**JOY,**  
*because*  
**WE**  
**HAVE SUCH**  
*meaningful*  
**PURPOSE.”**  
*-Gary Kelly*