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JetBlue: Defining Organizational Structure and Culture

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Video URL: <http://ecorner.stanford.edu/videos/290/JetBlue-Defining-Organizational-Structure-and-Culture>

What does JetBlue think about organizational structure? We thought about how we would hire, train, set expectations and monitor to make sure this was actually happening, says Neeleman. We train employees well, and empower them and compensate them well, he adds.



Transcript

Just briefly, we thought about how we would hire and train, how we would set expectations, and how we would monitor all of these to make sure that it was really happening because accountability is so important. So we came up with a system where we believe we know how to hire people who liked people. And then we also know if they don't like people after all. We can maybe try to fix them or we can have them go find another job. But hiring great people, training them well, spending extra money on training, giving people the right tools to work with, empowering them to do certain things so that they really like the way they're treated and the way things are. And then setting up compensation structures.