



Stanford eCorner

Execution of Strategy is Key

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Video URL: <http://ecorner.stanford.edu/videos/300/Execution-of-Strategy-is-Key>

Neeleman believes execution of the strategy is key. You must, as a leader, be able to expose yourself to your employees and ask for feedback, he says. You must be able to answer when you are wrong, or don't know the answer, he adds. These are very simple concepts, but are very difficult to execute on a daily basis.



Transcript

There's nothing that I've told you tonight that you couldn't read in any business book that you pick up. I think it's the execution of the strategy. When we do this crew member survey, we said we were anxious to know how we compared to other airlines and they said, are you kidding? Do you think any airline would ever ask their people what they think? They don't want to hear the answers. But exposing yourself to your crew members and saying how are we doing and kind of have thick enough skin to be able to admit when you're wrong and you're not doing the right thing, those are things that are very simple concepts but very difficult to execute on a daily basis. So I think you could try reading some of the articles, but it's pretty simple stuff, it's all about taking care of customers, making them come back, having brand loyalty but it's through the experience and that's really the secret.