



AUTHOR / SPEAKER / CEO

LEADERSHIP • INNOVATION • CHANGE • PEOPLE & CULTURE • ETHICS

# HOWARD PUTNAM

CHAIRMAN OF INTECH AEROSPACE, FORMER CEO OF BRANIFF, FORMER CEO OF SOUTHWEST AIRLINES



*"I've always appreciated Howard's honesty and ethical approach. He shows you pathways to resolve difficulties with many constituencies during good and difficult times."*

- J.W. Marriott, Jr.  
Chairman & CEO  
Marriott Corporation

**Howard Putnam** has experienced turbulence many times in his distinguished business career and not only survived... but thrived by taking advantage of the opportunities for change and transformation that turbulent times offer.

As the former CEO of the highly successful Southwest Airlines, Howard led the fledgling carrier through airline deregulation and the development and implementation of the "vision" that has guided Southwest to revered heights over the past twenty years. Southwest tripled in size and tripled in profitability during his tenure, and today is still a corporate model for organizations that put their people first in their culture.

Howard was later recruited to be Chairman and CEO of the financially falling Braniff International and became the first CEO to take a major airline through Chapter 11 successfully. It was at Braniff that he learned crisis management while rallying 10,000 employees to new heights as they fought to save their company. The reorganization was accomplished so efficiently that Harvard University used it as a model and wrote "The Ethics of Bankruptcy," a case study for ethically leading an organization through turbulence.

Currently, Howard is Chairman of InTech Aerospace Services, an aircraft interior refurbishment company.

## PRESENTATION TOPICS

**Leadership:** *Successful Strategies Through Turbulence.* Understand what business you are really in. Develop and build a culture that supports your vision and business.

**Customer Service:** *Hire Attitudes, Teach Them the Skills.* Bottom-line improvement begins with placing your people first.

**Culture:** *Matching People to the Vision With Integrity & Fun.* Pick your team to match the vision and business. Exceed customer expectations.

**Change:** *Transforming Organizations Successfully.* In turbulence, focus, resize, simplify, clarify and don't procrastinate. Organize for flexibility (flow state) and utilize the different stages of turbulence to expedite change and transformation.



*Howard with Nevada Governor Kenny Guinn, at the Governor's Annual Economic Development Conference*

# HOWARD PUTNAM

CHAIRMAN OF INTECH AEROSPACE,  
FORMER CEO OF BRANIFF, FORMER  
CEO OF SOUTHWEST AIRLINES



LEADERSHIP • INNOVATION • CHANGE • PEOPLE & CULTURE • ETHICS

AUTHOR / SPEAKER / CEO

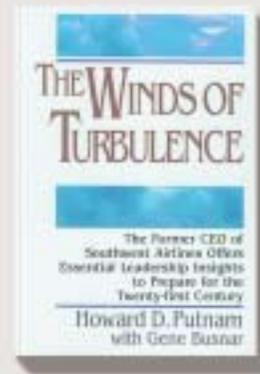


## Howard's values and approach to leadership and teamwork...

... were formed while growing up on an Iowa farm. He spent his formative years driving a tractor, nurturing animals, and learning to fly a Piper Cub out of a pasture. Howard spent more than twenty years early in his career with United Airlines, working his way from baggage handler to Senior Vice President of Marketing, before being recruited to be CEO of Southwest.

HarperCollins published his first book, *"The Winds of Turbulence,"* which lays out stories, experiences, leadership strategies and insights into the value of your people in "improving the bottom line." He holds an MBA in Marketing from the University of Chicago and attended Harvard University's Advanced Management Program.

As a firm believer in giving back to your community, Howard spends considerable time as a volunteer on numerous not-for-profit boards.



## Howard receives rave reviews from his audiences for his down-to-earth approach, his openness, and his entertaining style.

*"Thanks for coming to the meeting and thanks for the great presentation. You made a big impact on the group, the feedback from the audience was uniformly positive. And yes, the team left on a 'high'."*

- Adrian Otte, Senior Vice President, Pfizer

*"Your dinner comments hit the nail head on and really added to the overall positive atmosphere of our Leadership Meeting. Thanks so much..."*

- Larry Johnston, CEO, Albertsons, Inc.

*"Howard is a master at using relevant stories to connect the audience to the important messages he's sharing. Our team members appreciated his use of humor and story to help drive home the point."*

- Terry Onustack, Vice President  
Corporate Meeting Services, Washington Mutual

*"Howard Putnam talked about leadership being a privilege. All those who listened to you today felt privileged to have had the opportunity to meet and talk with you. Your insight, warmth and humor captivated and energized us. Thank you!"*

- Heather-Maree Thompson, General Manager,  
National Australia Group

Call today to schedule Howard Putnam. Make your next conference extraordinary.

Partial Client List  
Alcoa  
Association For Corporate Directors  
Australia Institute Corp. Directors  
Blue Cross Blue Shield  
Boeing  
Business Press  
Centra.com (live online)  
Citibank  
Clinical Lab. Management Assn.  
Continental Airlines  
Conoco  
Deloitte Touche  
Google  
Independent Insurance Agents of America  
Ingersoll Rand - Climate Control  
International Hotel - Australia  
International Launch Services  
Lutheran Brotherhood  
Magellan Health Services  
Marconi Technologies  
Master Foods  
Merck  
National Assn. Industrial & Office Realtors  
New Jersey Broadcasters Assn.  
Notifier Fire Alarms  
Ohio Credit Union League  
Pfizer  
Prudential Real Estate  
Purdue University  
SAS Software  
SBC (Southwestern Bell)  
Shell Oil  
Society of Consumer Affairs Professionals  
Southern California Edison  
Staubach Companies  
Technology Ventures  
Tennessee Valley Authority  
Toyota  
Union Bank  
Washington Mutual  
Young Presidents Organization