

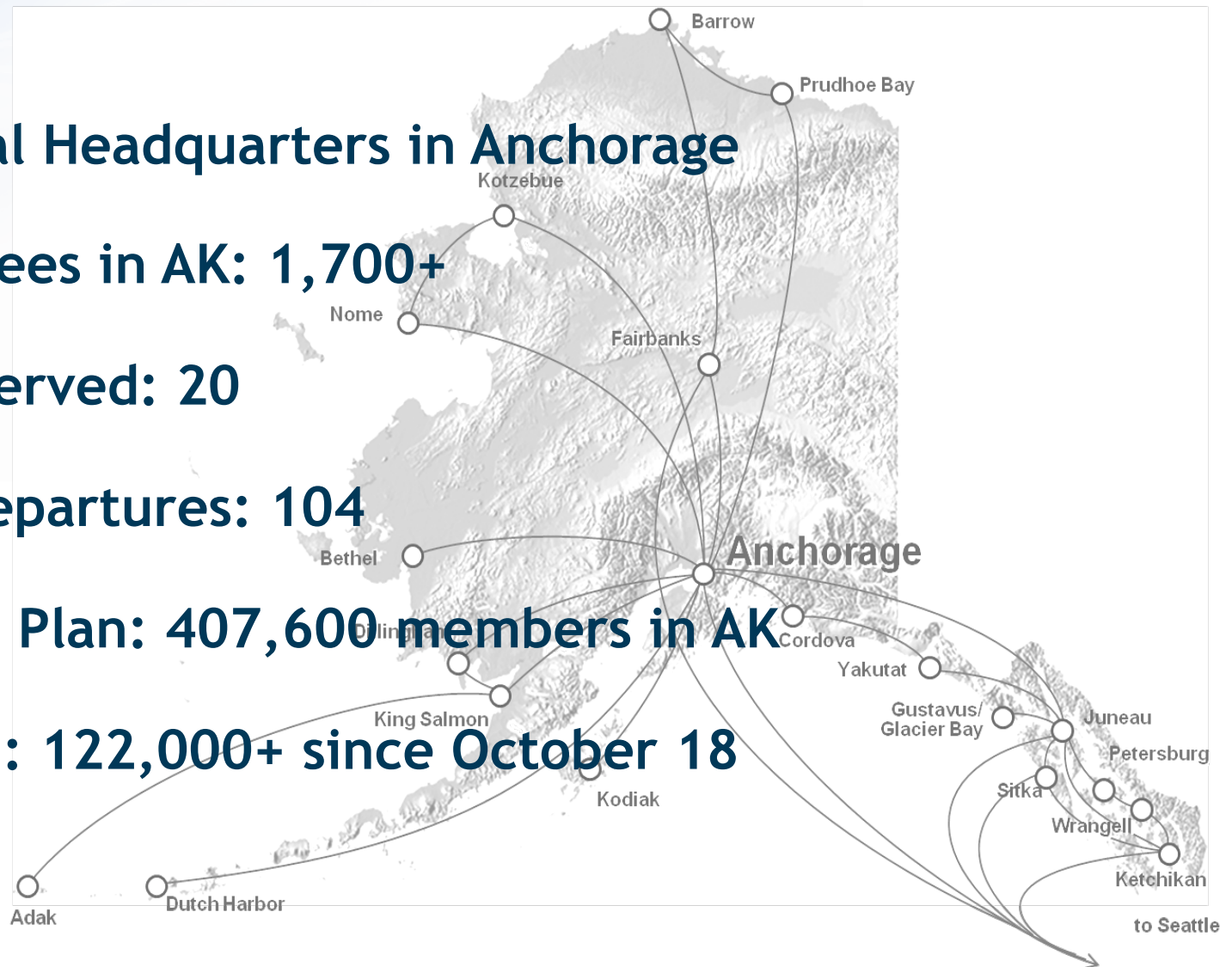
# *Alaska Resource Development Council*



**Bill Ayer, Chairman and CEO  
Alaska Air Group  
November 17, 2011**

# *Serving our namesake state*

- Regional Headquarters in Anchorage
- Employees in AK: 1,700+
- Cities served: 20
- Daily departures: 104
- Mileage Plan: 407,600 members in AK
- Club 49: 122,000+ since October 18



# *Eight business lessons*

1

**Get the right people on the bus**

# *Eight business lessons*

2

**Create a sense of urgency**

# *Eight business lessons*

**3**

**Focus on one or two big ideas**



# *Eight business lessons*

4

**What you measure gets done**



## *Eight business lessons*

5

**Focus on what you can control  
over the long term**

# *Eight business lessons*

6

**Be completely customer focused**





## *Eight business lessons*

**7**

**Don't confuse being popular  
with doing the right thing**



## *Eight business lessons*

8

**Develop win-win strategic partnerships**



## *Four simple principles*

**Don't buy things you can't afford**

**Don't borrow money you can't pay back**

**Don't do deals you don't understand**

**If it doesn't seem right, it probably isn't**

# *Alaska Mobile Track*

