

When presenting to an external audience, I really wanted to keep it upbeat and focus on the positives. For this reason, I left out certain graphs that I showed internally. I left out the bar chart that showed the number of fatalities by airline, even though Southwest was on the low end, as I do not want backlash from competitors. I also did not include fatalities by location, as I do not want to needlessly freak out travelers who might be headed to the higher fatality locations (the chances of a fatality are still very small regardless of the location). Finally, I didn't include the data on Southwest's low safety rating and how they can improve it. For my presentation, I am pretending that Southwest's internal team took my advice to get a voluntary IOSA certification that will double their safety rating.

The first time I recorded it I did not write a strict script, but I did jot down some notes that I wanted to cover for each slide. The second time I decided to flesh out more of a script but I am not sure if I sounded better or not. I think I sounded more natural without a script, but I was kind of going for a cheesy, commercial vibe so it worked ok I think!