# Burr strategy

* Outstanding service
* High motivation
* Reduced prices
* Convenient flight schedules
* Better organization
  + Percepts
    - Service; commitment to the growth and development of our people;
    - To be the best provider of air transportation;
    - To provide the highest quality of leadership;
    - To serve as a role model for others;
    - Simplicity; and
    - Maximization of profits
  + Purpose
    - Making A Better World
  + “Get them to teach it”
  + Growth and its Benefits

# What I think went wrong

* Size
* Lack of innovation (closed society)
* Radicalism

# Our strategy

* Outstanding service
* High motivation
* Reduced prices
* Growth - Teaching & Learning
* Better organization structure – middle ground