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1. What do you think were the gaps in communication (both direct and indirect) that caused the crashes?
2. As the CEO, what efforts would you take, and which communication channels would you choose to have open communications with all stakeholders?
3. What should Boeing have considered before choosing to put out messages on its digital communication platforms?
4. Did Boeing become complacent about the role that media would eventually play as an investigative agency?
5. Evaluate the performance of the pilots/crew of both flights.
6. Evaluate the performance of the engineers at Boeing.
7. If you recently took over from the CEO of a large organization that has taken a blow to its reputation and is dealing with negative attention from social media and mistrust from stakeholders, what should your response/reaction be to rebuild a positive public perception of the brand?

(Salamatov, 2022)

# References

Salamatov, A. (2022). *Boing 737 max 8.* Bangalore: IIMB.