

Meiners 3.3 Project Task 2: Executive Summary

Your dashboard was well received by the internal team and while some of the information was news to everyone, the entire consensus was that it is ready to be prepped for an executive review, so the external communications can be started. Your next task is to prepare an executive summary summarizing your findings and telling the story of what you found. This can be done either in PowerPoint, Prezi, Spark, etc.

Remember your audience – these will be senior leaders that care about the portrayal of the industry and their airline specifically. They also want to make sure they are being ethical and sharing information that isn't misleading. This presentation will set the tone for how the media is addressed going forward with the information and facts that need to be shared. Also remember that this audience regularly speaks with shareholders – so any information you can find to help predict future risks and the position of the company will be beneficial to the conversation. For example, if you found information that indicates where future sales will be impacted or where there are safety risks – this is important information to raise to this group.

Executive Summary

The overall trend in airline travel safety does not indicate that there is an increase in airline safety issues domestically or internationally. The contrary is actually true when observing trends over the last twenty years which indicate a decrease in the number of crashes and number of incidents that are occurring globally. Commercial airline travel is by far the safest way to travel and barely registers on the graph when looking at fatality rates for different modes of transportation. The most dangerous way to travel is by far to be motorcycles with vehicle and boat travel also having an elevated risk. With this being said, there are some trends in global air travel which should be considered. When observing global airline data for certain carriers, there are some carriers who have higher rates of fatalities and incidents when compared to other carriers. Most of these airlines operate in foreign countries where safety may not be as tightly regulated as it is domestically in the United States. The regulatory environment in the United States does seem to be working very well in reducing the number of fatalities which occur per accident for commercial airline travel. In the United States, the number of accidents which resulted in fatalities has declined with only 2 fatal accidents occurring since 2011. In conclusion, commercial airline travel is the safest way to travel, and the United States has very promising trends for the number of fatal accidents and accidents which occur each year.