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Beyond tone at the top: Lessons learned from Boeing

By Matthew Silverman

Despite Boeing’s recent and well-publicized safety failures, the company’s “tone at the top” has been pitch-perfect. Press releases, mission statements, and new policies have advertised Boeing’s ongoing commitment to safety. David Calhoun, Boeing’s president and CEO, set the tone from the very top in his statement below:

All of us have a deep sense or a deep responsibility associated with safety. Our job is to understand what that role is that we play and to make certain that we do it to the best of our abilities and that we obey every rule. Every discipline, no shortcuts, no corners cut.^[1]

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