

THE AUS WAY

Project:

Create a task force to develop a definition for the "AUS Way"

The Team

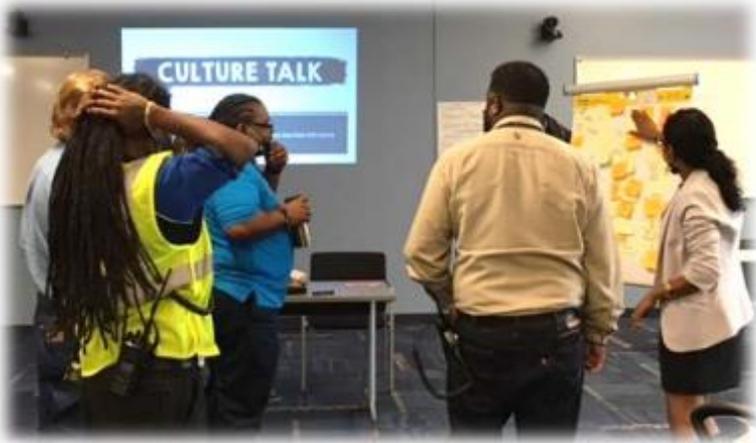
Diana Gierse	Michelle Frith
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Shelley Buchman	Jim Ann Carter
Towanda Cordon	Tae Gallegos
Andrea Garza	Mark Janchar
Jill Goodman	Robert Kibbie
Rohini Kumarage	Alexis Marrero
Miranda Munford	Rita Lopez



THE WHY

- Building capacity through positive culture
- Organizational Identity
- Retention





CULTURE WORKSHOPS – JULY 2021

50 ATTENDEES : 3 WORKSHOPS

JOURNEY

AUGUST - NOVEMBER



AUS Employee Engagement Survey

How are we doing?

2021 has been, and remains, a challenging year. Fuel prices, freight rates, and traffic have increased, COVID-19 and the economic downturn have had to have an impact on our finances, staffing

CULTURE TALK

WELCOME

ET Workshop Part 1
September 2021

WELCOME

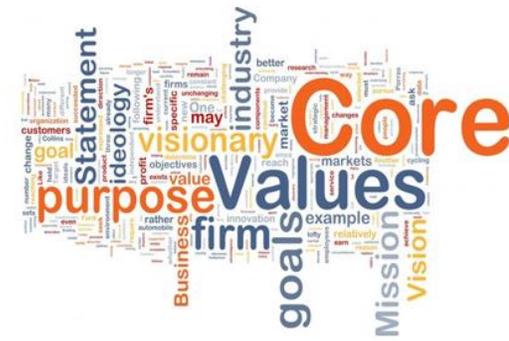
ET Workshop Part 2
November 4, 2021

CULTURE TALK

JOURNEY

FEBRUARY

MARCH



WELCOME!

LET'S TALK VALUES



Methodology

Data:

Workshops

Engagement Survey

ET Feedback

1. What is the AUS Way?
2. What behaviors do we reward that support or diminish our culture?
3. How can you model the changes you want to see?
4. What is one thing you/we will do differently?

Vision: Gateway to the world for all - the AUS way everyday.

Mission: To provide safe journeys to the world, economic opportunity to our community, and be the employer of choice.

Culture Workshop 2 - what do we want to see?

Small steps - 1 thing we will do differently and why (what do we want the change to accomplish?)

What is the AUS way?

How do we invest in people?

What does invest in people look like?

Personal accountability - what are YOU modeling?

What behaviors do we reward that support or diminish our culture?

How would the behavioral changes I commit to make possibly affect the bottom line?

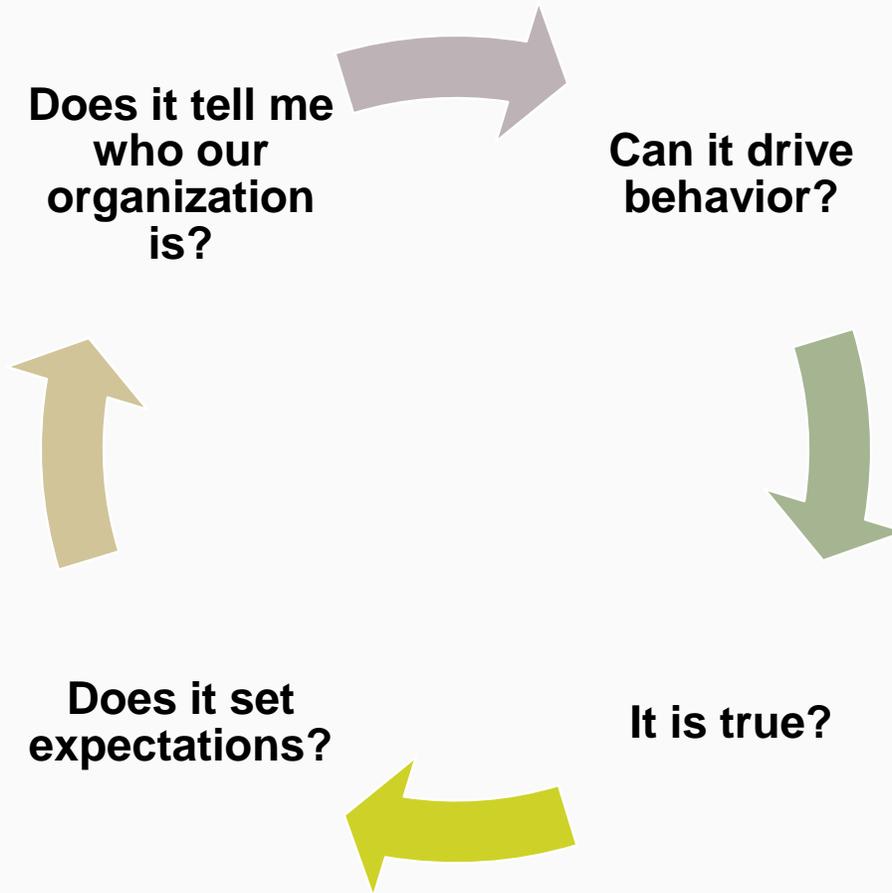
How can you model the changes you wish to see?

For each desired change you identified: what does it mean, and what doesn't it mean?

What is your role in encouraging others to embody these values?



Standards



**Who are we
when we are
at our best?**

Data:

All positive
comments from
employee
engagement
survey

What words
would you use to
describe this
organization at its
best? (all)

The AUS Way



Committed



Focused



Together



AUS  **Way**

**Committed
Focused
Together**

The AUS Way



Committed: We love our job, our community, and work to be a good neighbor. We get it done no matter the challenges.



Focused: We love our airport. We work hard to be efficient and provide a safe and satisfying journey for all travelers. We strive to proactively create a friendly and uniquely Austin guest experience.



Together: We care about one another. We come together to support one another, engage with one another and lift each other up.

Vision: Gateway to the world for all. The AUS Way Every Day.

Mission: To provide safe journeys to the world, economic opportunity to our community, and be the employer of choice.



DIVISION MANAGERS SUMMIT 2022

Next Steps

1

**1. Communicate
AUS Way to all
employees**

2

**2. Create internal
messaging with
AUS Way "swag"**

3

**3. Begin phase 2
– who we want
to be**



Questions

