



## #ESGT Impact

*Andrea's Quick Take On All Things...*

**ESG & TECHNOLOGY**

**January 13, 2020**

***BOEING - "IT'S ABOUT THE CULTURE"***

Boeing has been in the news non-stop for all the wrong reasons over the past year (plus). This case represents the deep intertwining of ESG + technology (or what I call ESGT) risks gone wrong. Above all, underlying this case are two paramount strategic risks: leadership and culture gone wrong.

Below is a link to the conversation I started this weekend on [LinkedIn](#) and [Twitter](#) where I offer constructive suggestions on how Boeing can begin rebuilding stakeholder trust and reputation.

Take a look and add your voice!

[Twitter @GlobalEthicist](#) or [LinkedIn](#).

[Andrea](#)

THE ISSUE

The Boeing Crisis: "It's about the culture"



**'I Honestly Don't Trust Many People at Boeing': A Broken Culture Exposed**

nytimes.com

**ANDREA'S QUICK TAKE**



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4h • Edited •



This new @The New York Times piece hits the jackpot on what ails @Boeing - or as I would put it: "it's about the #culture stupid" to paraphrase another well known saying.

And who creates/is responsible for culture? #Leaders - whether consciously or unconsciously, intentionally or unintentionally, purposefully or negligently.

This is why Boeing needs to:

1. Search for an outside #CEO
2. Undertake serious #CorpGov reform/reset
3. Bring in new #risk #governance qualified #board members
4. Maintain CEO/Chairman separation
5. Utterly transform #safety culture putting people safety before profit maximization
6. Change #reporting & #whistleblower culture so freedom to speak up, listen up & follow up w/o fear of #retaliation is the norm
7. Hit reset on relations with the #regulators @FAA in the US & elsewhere - they are not "idiots" or "dogs" their mission, ostensibly, is to protect the public interest

It's about having a mission/vision/strategy to transform #risk2value for all key #stakeholders not just #shareholders who BTW in a case like this of unmitigated #crisis & #reputation #risk will suffer serious adverse financial consequences as well. #Gloom2Boom <https://amzn.to/2lxg0OE>

YOUR THOUGHTS?



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THE LINKEDIN POST**



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ADDITIONAL RESOURCES



[Andrea speaks about the Boeing case on Cheddar TV](#)



The GlobalEthicist




# The biggest risks nobody talks about

[Read Andrea's Ethical Corporation Magazine Article about the two biggest risks nobody talks about: leadership &](#)






**culture**

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