

**Title:** It's So Simple: The Plane Truth about What Generates Lasting Success

**Production Company:** Charthouse Learning

**Reorder Information:** [www.charthouse.com](http://www.charthouse.com) 800-328-3789

**Length:** 15 Minutes

**Synopsis:**

How do you **love** working for a company? And how does a **company** love you? At Southwest Airlines, one of the world's most admired companies, the answer is so simple that it's easy to miss.

*It's So Simple* shows why effective leadership is about giving up the notion that you are "in control." It's about why the most important job qualification is what's in a person's heart and spirit, and why you should forgive any mistake as long as an employee is "leaning toward the customer, rather than away from the customer."

*It's So Simple* is full of uncomplicated wisdom about how wholehearted people can create an extraordinary company.