



Famed pilot and air safety advocate Capt. Chesley “Sully” Sullenberger on Thursday said he too is concerned.

“When it comes to low-probability, high-consequence events, we must understand that given enough time and enough flights, whatever can happen will happen,” Sullenberger said via email. “So we must take this threat seriously and proactively mitigate it.”

Two serious smoke incidents

The first in-flight smoke emergency occurred in March 2023 on a Southwest flight out of Havana. [An FAA report](#) said a 3- to 4-pound turkey vulture hit the right engine on takeoff and [the passenger cabin rapidly filled with smoke.](#)

BOEING B737

WHAT'S IN STORE



CONTEXT
PROBLEMS
OPPORTUNITIES
STAKEHOLDERS



GOALS
OBJECTIVES
SOLUTIONS



COMMS STRATEGY
IMPLEMENTATION
CHALLENGES
EVALUATION

WATCH | Boeing's safety record:



The Breakdown



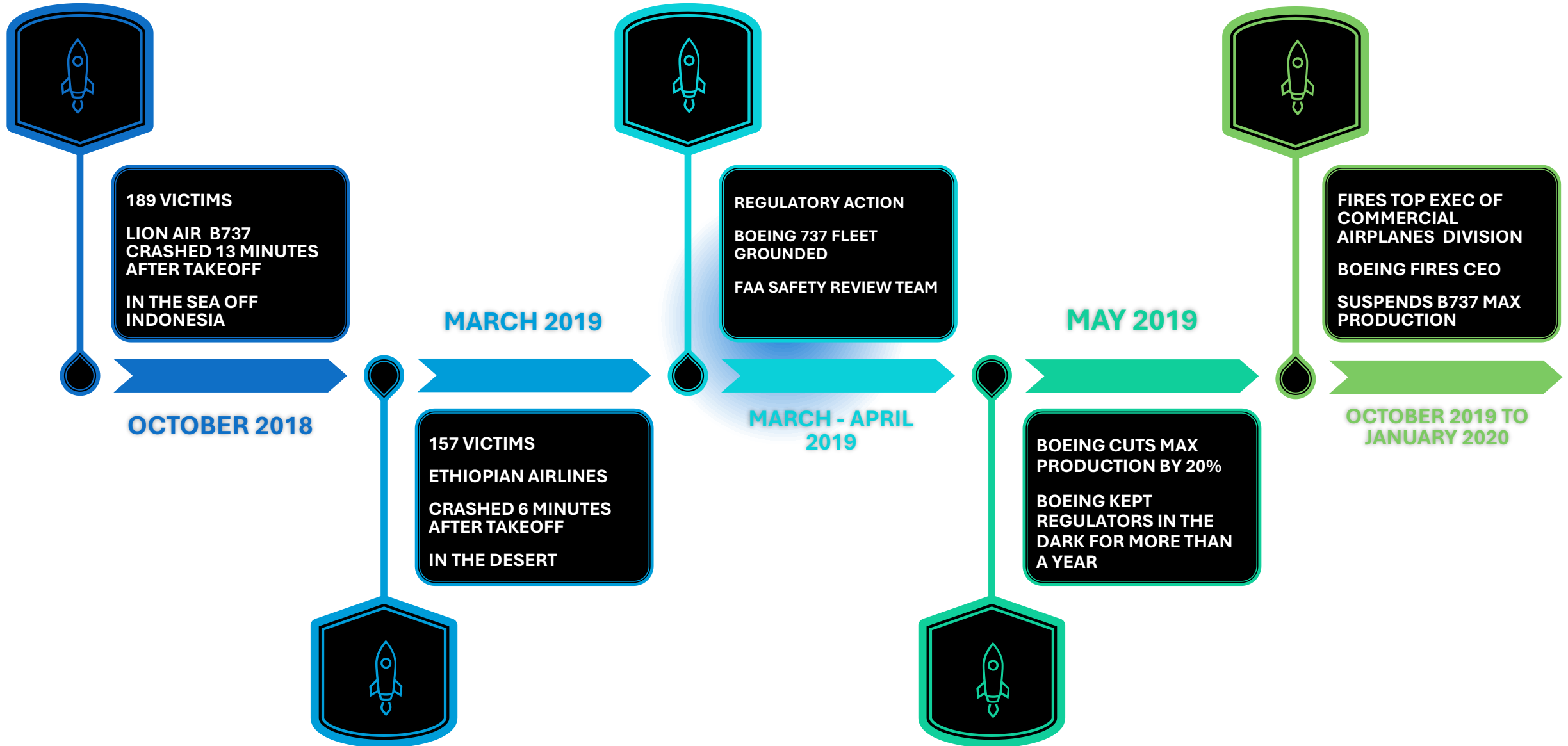
The Breakdown | Boeing's safety record

▶ 9 months ago | 19:53

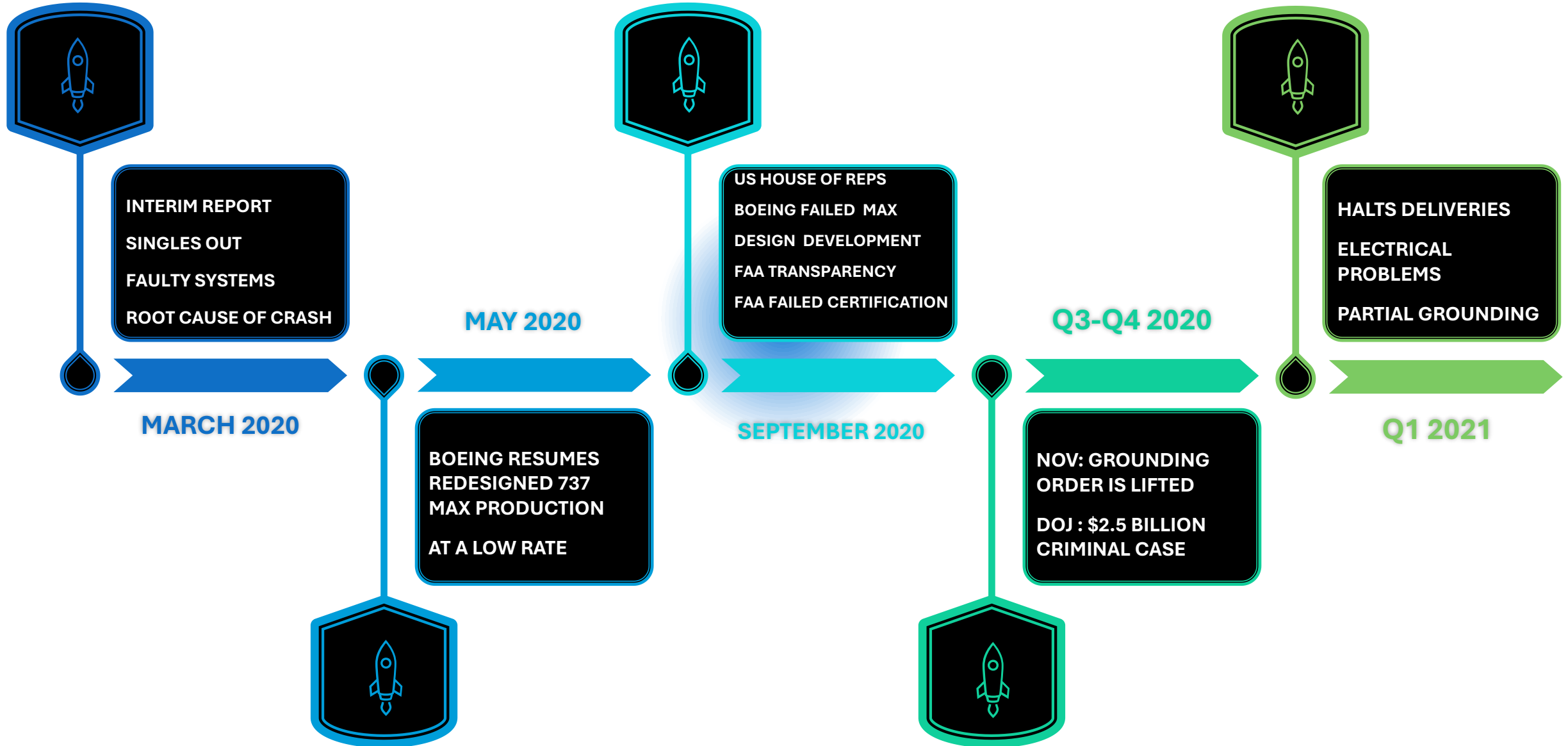
Passengers evacuate onto wing as **American Airlines** plane catches fire in Denver

A #Boeing 737-800 carrying 172 passengers and six crew members caught fire while taxiin...

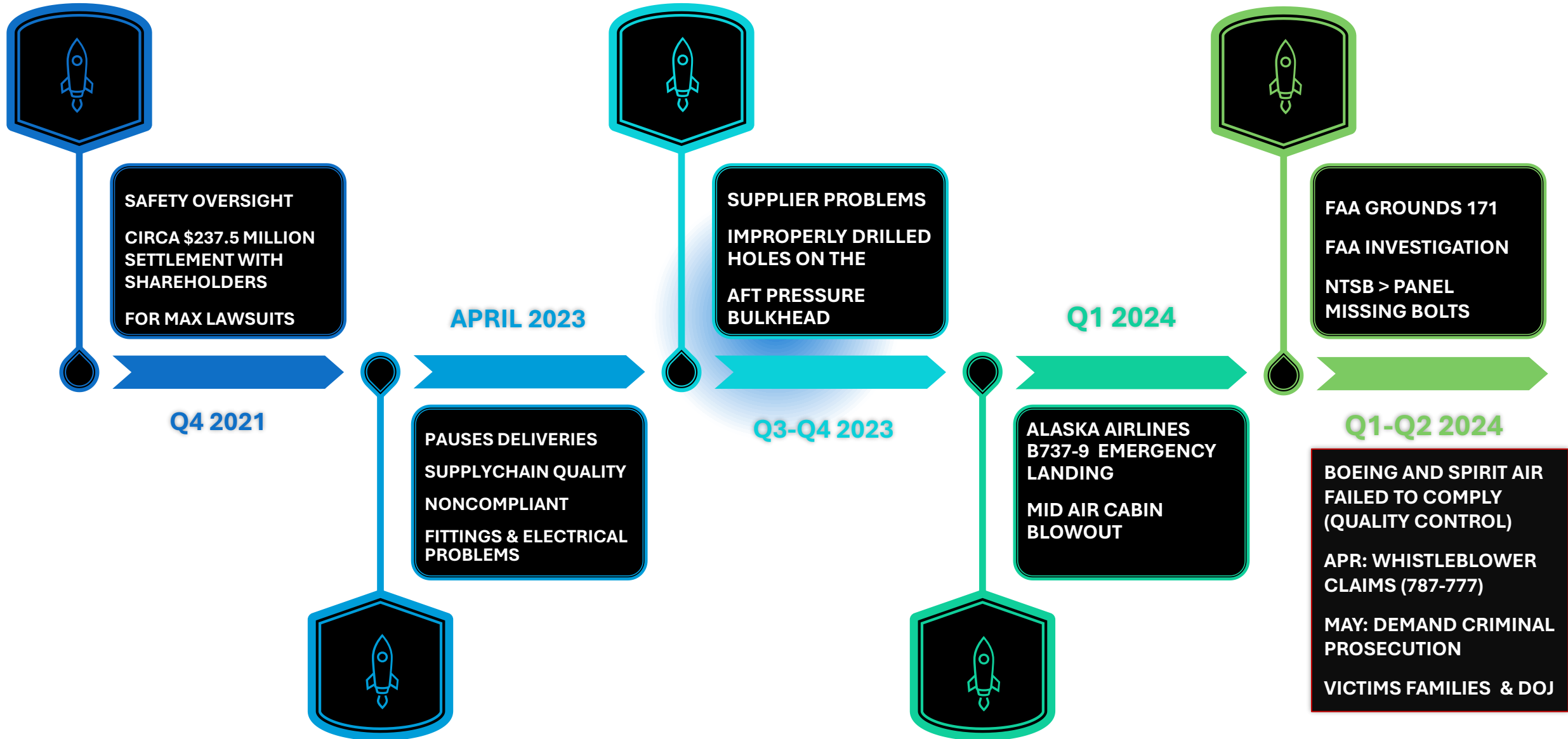
TIMELINE | B737 MAX FAA CERTIFIED > 2017



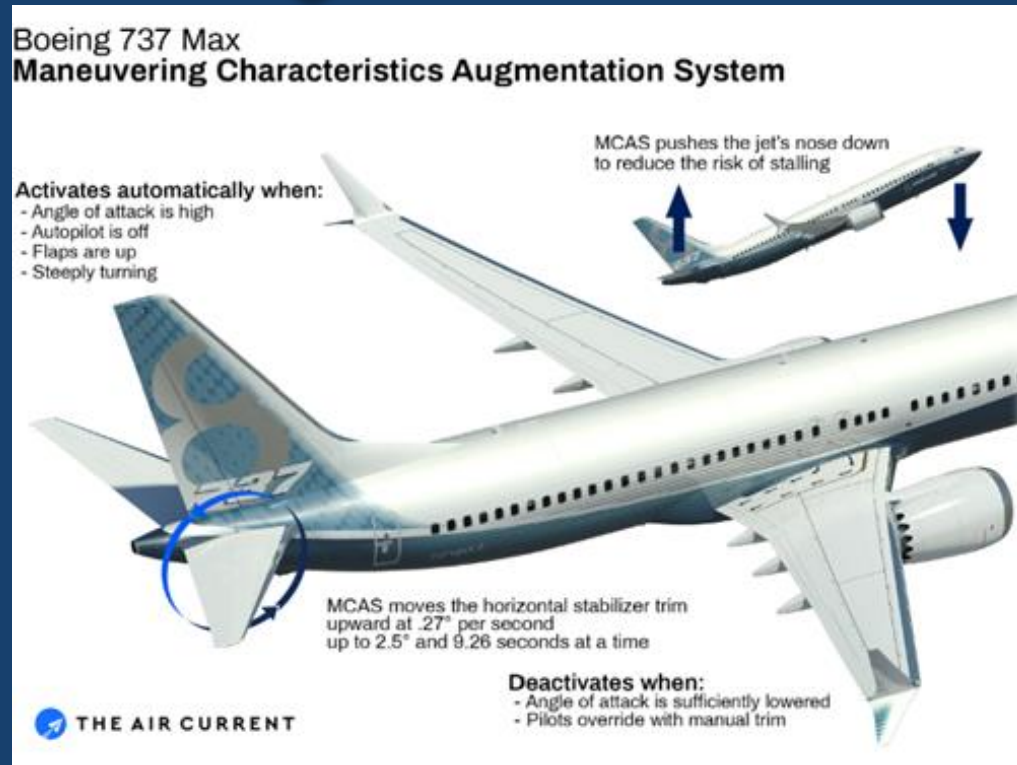
TIMELINE | B737 MAX FAA CERTIFIED > 2017



TIMELINE | B737 MAX FAA CERTIFIED > 2017



PROBLEMS vis-à-vis OPPORTUNITIES



- The FAA's production audit and the DOJ investigation revealed multiple instances of noncompliance
- Breach of quality control and safety
- Concerns about manufacturing and supplychain, whistleblower treatment, loss of life and fraud.

PROBLEMS vis-à-vis OPPORTUNITIES



- ➔ Swift changes in executive leadership, a full redesign of the MCAS system, and a recommitment to safety culture.

New CEO Kelly Ortberg acknowledged the deep-rooted challenges

“We are implementing the changes we need to stabilise our business, improve our culture, and restore the trust of employees, customers, investors, suppliers, regulators and others who count on us.”

AUDIENCES | STAKEHOLDERS

1. Passengers, Next of Kin, Families, Victims
2. Airlines and Industry Leaders (IATA)
3. Pilots, Crew, Engineers
4. Boeing Employees
5. Whistleblowers
6. Regulatory Bodies (FAA, EASA, CAAC)
7. Shareholders and Investors
8. Board of Directors
9. Unions
10. Aircraft Manufacturers and Competitors
11. Aviation Supplychain
12. Travel, Tourism, Aerospace Industry
13. Government and Lawmakers
14. Legal and Insurance
15. Media and Press
16. Crisis Communications and PR Professionals



REVEALED: This System KILLS in ...

The FAA issued a Continued Airworthiness Notification to the International Community (CANIC) about new information Boeing provided to operators of aircraft with LEAP-1B engines. The new information contains enhanced instructions that direct flight crews more quickly to the appropriate actions when they experience abnormal engine indications.

Background

The FAA continues to assess how these events could affect other engines with similar structural designs.

Office of Communications | Federal Aviation Administration

To ensure a timely response, please include our pressoffice@faa.gov email on all press inquiries. Find FAA statements on recent aviation accidents/incidents.



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Japan Airlines is doubling down on its Boeing 737 MAX 8 order, adding 17 more aircraft as part of a massive fleet renewal program that will bring approximately 90 new planes to the airline by 2030.

The new aircraft will primarily replace the existing Boeing 737-800 fleet currently serving domestic routes.

2025-03-20



The Seattle Times

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Airline pilot unions split on response to Boeing 737 MAX engine risk


March 14, 2025 at 6:00 am | Updated March 14, 2025 at 6:00 am



LEAP

Statement
We support the NTSB's investigation and we continue to work closely with Boeing and the authorities on learning from this event.

crisis AG CFM



ANY QUESTIONS ?



Thank You

➔ WE HOPE YOU FOUND OUR ANALYSIS...INSIGHTFUL!