

Student: **David Maycon**

Business Street Smarts Summary

Business Street Smarts focuses on assessing on communication of information, sources of information, assessing those sources of information, and supporting the opportunity to make well informed choices.

The session dealt with effective outbound communication, assessing inbound communication and reports, reviewing intellectual property and critical information, how and where fraud and corruption can occur, managing contracts and engagements and how to manage any comprehensive due diligence assessment.

Signature projects included:

Addressing and rewriting the disastrous memo by Oscar Munoz of United Airlines after security officers rendered a ticketed passenger unconscious while trying to remove the man so a crew could be repositioned.

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and Ci they had and who should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

The final session dealt with Due Diligence and working real life scenarios that were from real life cases – not imagined case studies where the teams of students both presented on their two cases studies and assessed the other team’s analysis and dissection for their cases studies. The case studies bring to life the value of the tools taught.

All professors and students worked on the interdisciplinary project. The project was not easy, it was very hard. As a group all of the students dissected the electric vehicle industry. The purpose was to learn to work as part of a diverse group and at the same time learn about electric vehicles. From this knowledge gathered, they were to assess a single electric vehicle company. This is part of the process of applying unique research to an industry and applying that research and knowledge to an individual company.

The Communications Exercise is to rewrite the Oscar Munoz Memo

Oscar Munoz Memo:



September 8, 2015

Dear fellow employees:

Today we are announcing a series of executive changes, which are effective immediately. I recognize that this news is unexpected, and I want you to hear it directly from me, as United's new CEO.

Jeff Smisek, Nene Foxhall, EVP of communications and government affairs, and Mark Anderson, SVP of corporate and government affairs, have stepped down from their roles. These departures are in connection with United's previously disclosed internal investigation related to the federal investigation associated with the Port Authority of New York and New Jersey.

In addition, the company announced Henry L. Meyer III, a current United director and the lead independent director, has been named non-executive chairman of the board.

As we move forward, let me take a moment to tell you a little bit about myself. As you may know, I have been on the board of directors of United, and previously Continental, for more than a decade. I am also a longtime United customer. Before today, I was the president and COO of CSX, one of the largest railroads in North America. Prior to that, I worked for several well known consumer brands including AT&T, Pepsico, and The Coca-Cola Company.

I took this job because I am excited by what we can do together. There is incredible opportunity for innovation, for earnings growth, and for improving an experience that is essential to the vitality of global business and to the personal lives of millions of people. I will be relentless in pursuing these goals, and I hope and expect that all of you will share that same passion.

In the coming weeks, I will be making my first visits around the system. I want to

talk to as many of you as possible because I want to get to know you and what you think about how things are going. How can we operate better? How can we better serve our customers? What support do you need to deliver that? You'll be seeing me frequently; I intend to regularly travel the system to hear about our operations directly from you – and you can hold me accountable for that.

In my career, I've found that three things are critical to any successful business. First, we must focus on customers and what we can do help them. In the telecommunications, consumer products and railway businesses, there are very real consequences if you don't meet the consumer's needs and desires. There are also substantive rewards for doing so, and especially for exceeding customer expectations. Every day, you win or lose customers based on the slightest change in value and quality.

As you know, in the airline business, this is especially critical. Getting people where they want to go, reliably and happily, can make or break their ability to succeed in a work endeavor or to hug a family member at an important moment.

At United, I will dedicate myself to making our airline flyer-friendly. Continued...

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Second, in any organization, especially a great airline, it's all about teamwork. I like to refer to this as "shared purpose." We are in a service business, and the thousands of people who work here are the key ingredient determining our success. To get our passengers where they want to go safely and happily requires thousands of us working together with a shared purpose of supporting each other in serving our customers. To achieve this, we must create and sustain a respectful dialog about our common goals – an ongoing conversation among ourselves. We cannot do this apart.

Third, I am excited to be a part of a company and industry that demands innovation. The world around us is changing. There are new forms of loyalty programs and affinity groups, a constantly changing regulatory environment, plus new digital and networking technologies that are emerging on a daily basis. At United, we will embrace this change, and make this an energized and exciting place to work.

Above all, my career has taught me that safety is paramount. Our passion for the safety of our people and our customers must be at the core of everything we do.

As we bring this airline forward, I promise to hold true to these principles of

customer focus, teamwork through our shared purpose, continual innovation, and of course, safety.

I want our customers, my fellow workers, and our communities to respect each other and take pride in our accomplishments. Thank you for your dedication to our customers and to United, and I look forward to meeting you soon.

A handwritten signature in black ink, appearing to read "OSCAR" with a horizontal line extending to the right.

Student's re-write:

Dear staff,

Like you, I was upset to see and hear about what happened last night. It is with great embarrassment and concern that I write to you all to clarify what happened aboard United Express Flight 3411 from Chicago to Louisville.

As the situation is still evolving and there is a lot of information to be considered and investigated, I would like to give a clearer picture of what happened and what we know with certainty so far. I have included at the end a recap of the preliminary reports submitted by your colleagues.

As is normal procedure for airlines in general, special needs may occur, which was the case during flight 3411, where it was in an unexpected way necessary to accommodate four of our employees, essential for the good safety and comfort of the all passengers on the flight, and for that, we offered passengers a \$1,000 compensation for the inconvenience of taking the next flight. As no one accepted the offer, our team followed the guidelines for selecting four random passengers to exchange with our employees.

Three of these passengers readily accepted, however, unfortunately, one of these passengers was in a huge need of reaching his destination on time, as he was a doctor and needed to be at the hospital in time, refusing to leave the aircraft.

The problem started here then, as our company's policies indicate that an alternative solution should have been taken.

However, Chicago Aviation Security was called in and the police had to use force to remove the passenger, as you have probably seen the regrettable videos that were posted online.

I deeply regret the way the situation was handled and I am personally committing myself to all necessary investigations and action as this is not the culture of this company.

Providing the best service and treating customers and each other with dignity is the essence of United Express, and these are the values we must uphold now.

I will get back to you with more information as the investigation progresses.

Oscar

Summary of Flight 3411

On Sunday, April 9, after United Express Flight 3411 was fully boarded, United's gate agents were approached by crewmembers that were told they needed to board the flight.

We sought volunteers and then followed our involuntary denial of boarding process (including offering up to \$1,000 in compensation) and when we approached one of these passengers to explain apologetically that he needed to leave the flight, but contrary to the idea, he raised his voice and refused to comply with crew member instructions.

He was approached a few more times after that in order to gain his compliance to come off the aircraft, and each time he refused and became more and more disruptive and belligerent.

Our agents were not able to find another better solution at the time, and were left no choice but to call Chicago Aviation Security Officers, responsible for the airport security, and who also follow the right rules established, to assist in removing the customer from the flight. He repeatedly declined to leave.

Chicago Aviation Security Officers were unable to gain his cooperation and physically removed him from the flight as he continued to resist - running back onto the aircraft in defiance of both our crew and security officials.

The Next exercise is the understanding of Intellectual Property and Critical Information

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and CI they had and who

should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

Student's work:

See: *Archive-2/David Maycon/IPCI Register - Chanje.xlsx*

Based upon the research we did as an interdisciplinary of studying the EV industry each student took the time to analyse a company in the EV industry

Student's report:

EV INDIVIDUAL REPORT - CHANJE
CHANJE

Introducing the company, Chanje is, as the own company says in their website, a California-based innovation company delivering ground-up electric trucks and turnkey energy infrastructure solutions for the commercial last mile industry.

They are focused on creating sustainable solutions that improve how companies move people and packages from transportation hubs to their final destinations.

Chanje is a great company and a huge promise for future because of their smart strategy, establishing the brand in the market getting a higher number of customers and creating partnerships with other companies, so in this way, they can sell a previous combined number of EV's, and they are the only company today that is able to sell it in this so high scale, which permit even they to offer a better price to the consumers, and better organize all their logistics and internal strategies.

Besides this intelligent strategy, is important to say that Chanje has so great vans, even better than other regular fuel consumption vans, creating a pretty aesthetic and a very comfortable product to its drivers, and having a powerful and economic motor, who has an average range of 150mi autonomy, against 60mi average of fuel vans, all this to deliver all your demands just in time.

The Chanje vans has ergonomic cabin, dual Rear Motors, DC Fast Charging, connected UI, and optimized battery, and is 100% electric, zero pollution, and zero noise pollution.

A practical proof of the quality of Chanje products is one of the most recent sells they made to FedEx, which they sell more than 1.000 vans to the company, who believed in Chanje and now knows they made the better choice they could.

And another great advantage of Chanje is their maintenance partnership with Ryder Service Network, a well-known company, counting with more than 800 certified points present in all the United States, ensuring the safety of always having the assistance for any problems may appear in the vehicle.

So, if you need any truck for you company, or even for personal using, Chanje can guarantee their quality and efficiency, and it is the better company in the segment to be invested in a short and long time period. Enjoy it!