

DELTA LEADS ON CULTURE

At a recent conference, Delta, United and American all spoke about culture – but the Delta Difference was clear.



Ed Bastian
Delta CEO

*Delta has a “sustainable advantage” and “it’s the **people** that create that sustainable advantage.”*

“I wish we would have talked to more frontline employees” before altering United’s operational bonus plan.



J. Scott Kirby
United President

“What I have less confidence about is our ability to make culture a competitive advantage” and “Delta already has this advantage.”

American
Airlines



Doug Parker
AA CEO

Delta’s unique culture – and the people that fuel it – continue to set us apart from the competition.

DON’T RISK IT.

DON’T SIGN IT.



Be Delta. **Be Different.**

 DELTA