**Chapter 12**

**Crisis at United Airlines**

United Airlines entered crisis mode after a passenger was involuntarily removed from a flight. The lessons learned are not limited to United.

*Use with:* <https://www.youtube.com/watch?v=90jSUe_vdhM> (7:31)

1. Why did United remove Dr. David Dao from flight 3411?
2. How did social media proliferate the crisis?
3. How did United’s poor customer service record contribute to the extent of the crisis?
4. Did United CEO Oscar Munoz manage the crisis effectively?