

Flying Into an Ethical Future: Boeing and Company Negligence

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Executive Summary

Boeing is facing a public relations nightmare and it could potentially destroy Boeing for good. Back in 2018, the first crash of the new Boeing 737 MAX caused massive public alarm when it crashed suddenly minutes after leaving the airport. Boeing publicly blamed the pilots and allowed the plane to continue to fly. In 2019, the second crash occurred in Ethiopia and it became clear that it was the plane's fault- not the pilots. Both planes had fallen thanks to the MCAS system which is a system that was newly placed in the Boeing 737 MAX without pilots previously being aware of the system. The system only allowed for 10 seconds to fix the problem before the plane would crash, nose-first. The planes were all grounded after the second incident in 2019, costing Boeing an extreme amount of money. These planes were cleared by the FAA in 2020 and many started to take flight once more. Then a Netflix documentary released in February of this year detailed all of the problems with Boeing in the past years and resulted in a significant decline in public approval as well as the stock price. Only a month later in March of 2022, another crash occurred with the Boeing 737 in similar circumstances to the previous crashes. Boeing is now at a public relations crossroads and thus our consulting company, AERO (Aerospace Ethical Ramification Operations), offers a solution to the Boeings Board of Directors that focuses on a reprioritization away from finances and towards safety. This includes both an internal and external change that can help set Boeing up once more as an industry leader.