

Venn Diagrams: Boeing vs Volkswagen Mistakes

An activity of "Plane-maker Boeing faces investigation after accidents".

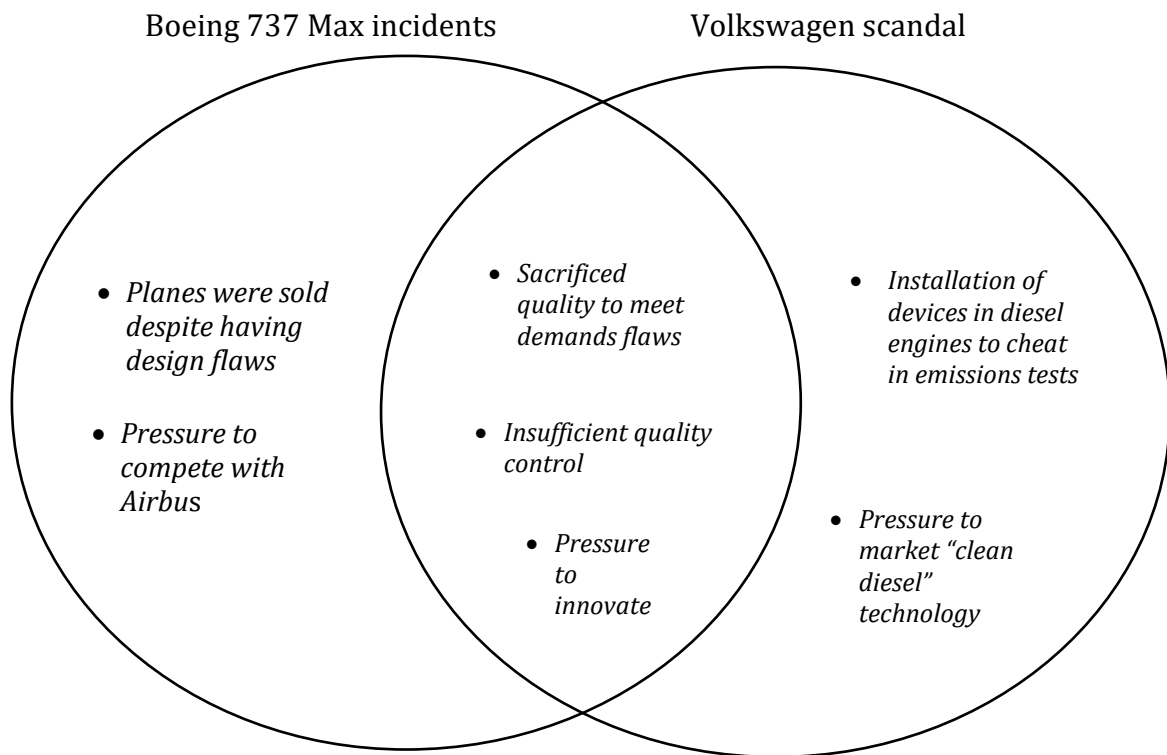
Read the article "Plane-maker Boeing faces investigation after accidents" (page 11, *What's Up* June 2024). Let's find out how the two scandals are alike and yet different

In small groups of 3 to 5, complete the table below with information found in the articles. Highlight any items that are similar between the Boeing 737 Max incidents and the Volkswagen scandals. Some examples have been done for you.

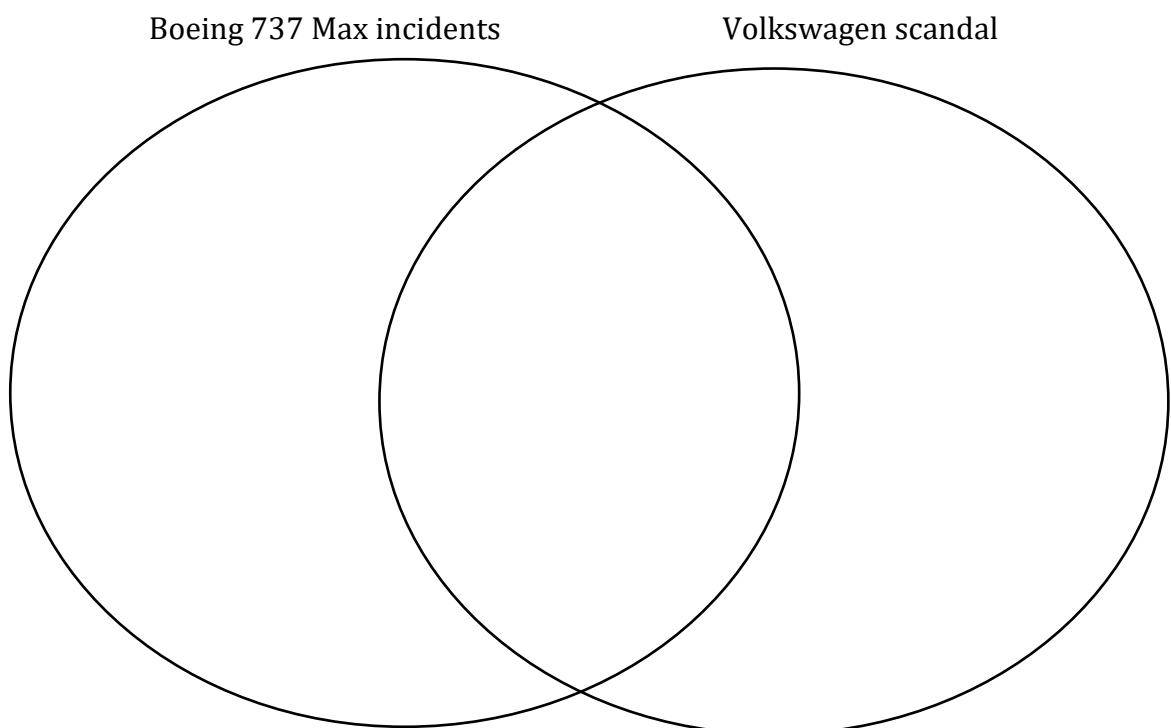
	Boeing 737 Max incidents	Volkswagon scandals
Causes (of the incidents/ scandals)	<ul style="list-style-type: none"> Planes were sold despite having design flaws Sacrificed quality to meet demands Insufficient quality control Pressure to compete with Airbus Pressure to innovate and stay competitive 	<ul style="list-style-type: none"> Installation of devices in diesel engines to cheat in emissions tests Sacrificed quality to meet demands Pressure to innovate and stay competitive Pressure to market "clean diesel" technology Insufficient quality control
Responses (to the incidents/ scandals)	<ul style="list-style-type: none"> Grounding of all 737 Max planes worldwide Financial compensation 	<ul style="list-style-type: none"> Public apology and commitment to fix the cars Financial compensation
Outcomes (of the incidents/ Scandals)	<ul style="list-style-type: none"> Loss of trust from passengers Impact on company reputation 	<ul style="list-style-type: none"> Damage to brand reputation Impact on company reputation

2. A Venn Diagram illustrates relationships between two or more data sets. It shows the similarities between and the unique features of the data sets. Create two Venn diagrams using the information you have listed above.

EXAMPLE: CAUSES



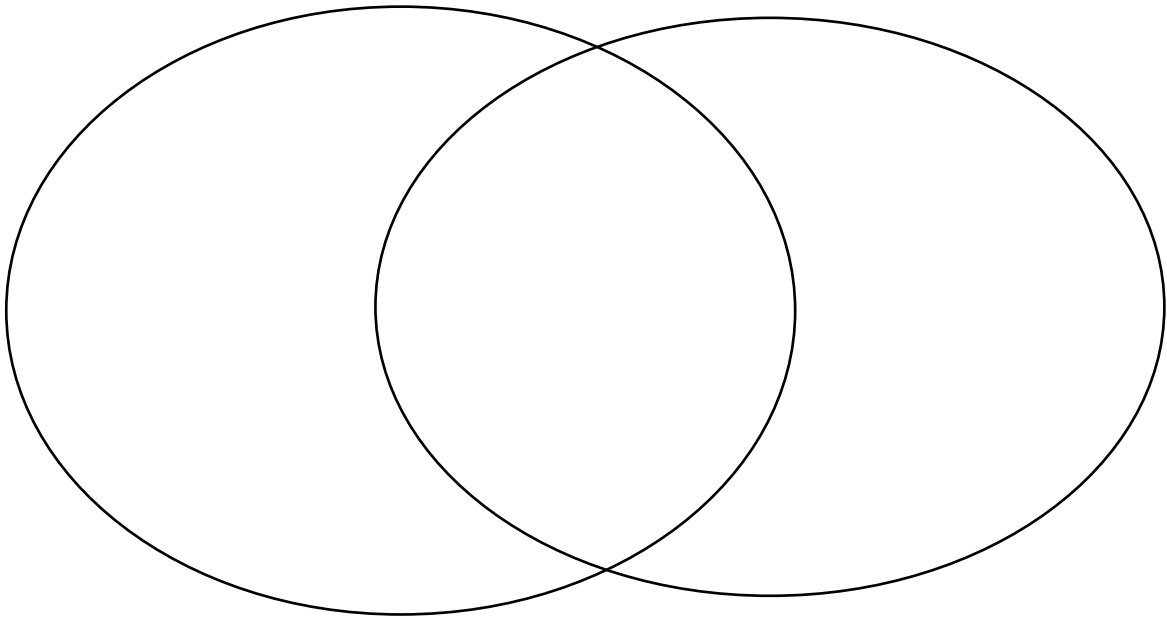
RESPONSES



OUTCOMES

Boeing 737 Max incidents

Volkswagen scandal



3. Present your diagrams to the class.

4. Thoughtfully respond to these questions.

a) Do you think Boeing and Volkswagen made ethical decisions throughout their processes? Why or why not?

b) What lessons can other companies learn from the mistakes made by Boeing and Volkswagen?

c) Can you think of a time when you or someone you know experienced an issue with a company's product or service? Do you think it was handled well by the company? Why or why not?