




Resilience Monitor Explainer

Reputation risk analysis of 8 December 2023, one month before the door plug incident of 5 January 2024.

11 January 2024

Incident Friday, 5 January 2024


  

After part of a plane's wall blew out, feds ground some Boeings




The FAA has called for an inspection of 171 aircraft after part of a Boeing 737-9 Max's wall blew out on an Alaska Airlines flight

By [Ian Duncan](#), [Justine McDaniel](#), [Lori Aratani](#), [Adela Suliman](#), [Andrew Jeong](#), [Dan Rosenzweig-Ziff](#), [Jintak Han](#) and [Kelly Kasulis Cho](#)

Updated January 7, 2024 at 2:16 a.m. EST | Published January 5, 2024 at 11:35 p.m. EST






A missing window and portion of a side wall on Alaska Airlines Flight 1282, which


  

Boeing Alaska Airlines Incident | [What to Know](#) | [A Harrowing Flight](#) | [Why a Panel Tore Off](#) | [Missing Plane Piece Retrieved](#)




What to Know About Boeing's 737 Max 9 and the Alaska Airlines Grounding

Boeing faced new safety questions after an Alaska Airlines jet made an emergency landing when a hole opened in its fuselage in midair.

 Share full article  






An Alaska Airlines Boeing 737 Max 9 aircraft in Seattle in 2021. Ted S. Warren/Associated Press

By **Christopher F. Schuetze, Keith Bradsher and Melissa Eddy**
Christopher F. Schuetze and Melissa Eddy reported from Berlin and Keith Bradsher from Beijing.





Published Jan. 6, 2024 | Updated Jan. 8, 2024


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Aviation expert speaks on what caused door plug to fall off Alaska Airlines jet

The plane's door plug fell off the aircraft at 16,000 feet, officials said.

By [Bill Hutchinson](#)
Video by [Julian Kim](#) and [Emmanuelle Saliba](#)
January 8, 2024, 9:20 PM



5:53

One month earlier...

- **Headline Assessment.** Data indicate a **potentially critical** level of reputation risk for Boeing Company. Increased *pre-emptive* reputation risk and crisis management as of December 8, 2023 are **strongly indicated**.

RESILIENCE MONITOR

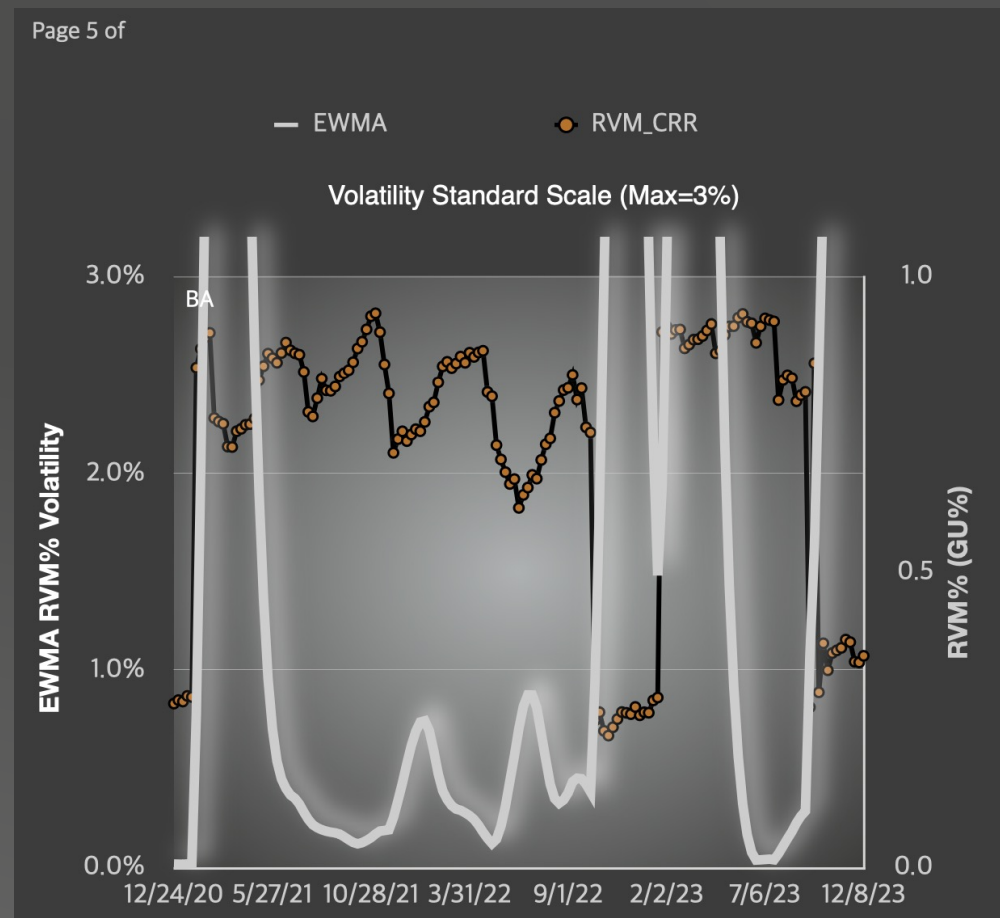
REPUTATION HEALTH RISK FORECASTING AND BENCHMARKING

Boeing Company
December 8, 2023

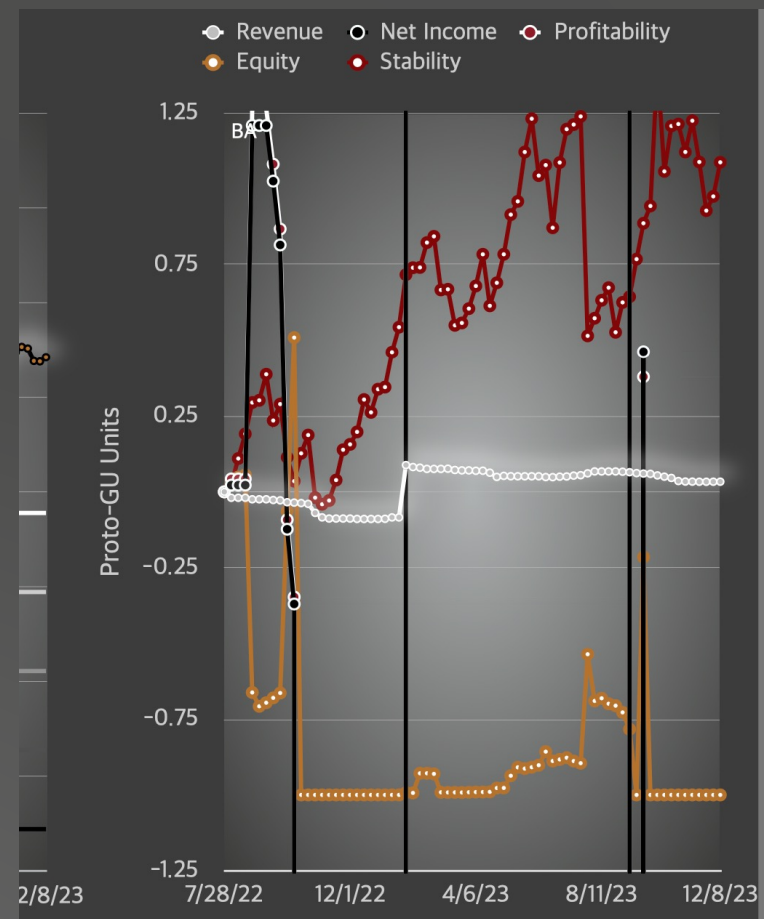
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Form F8005 Strictly Confidential

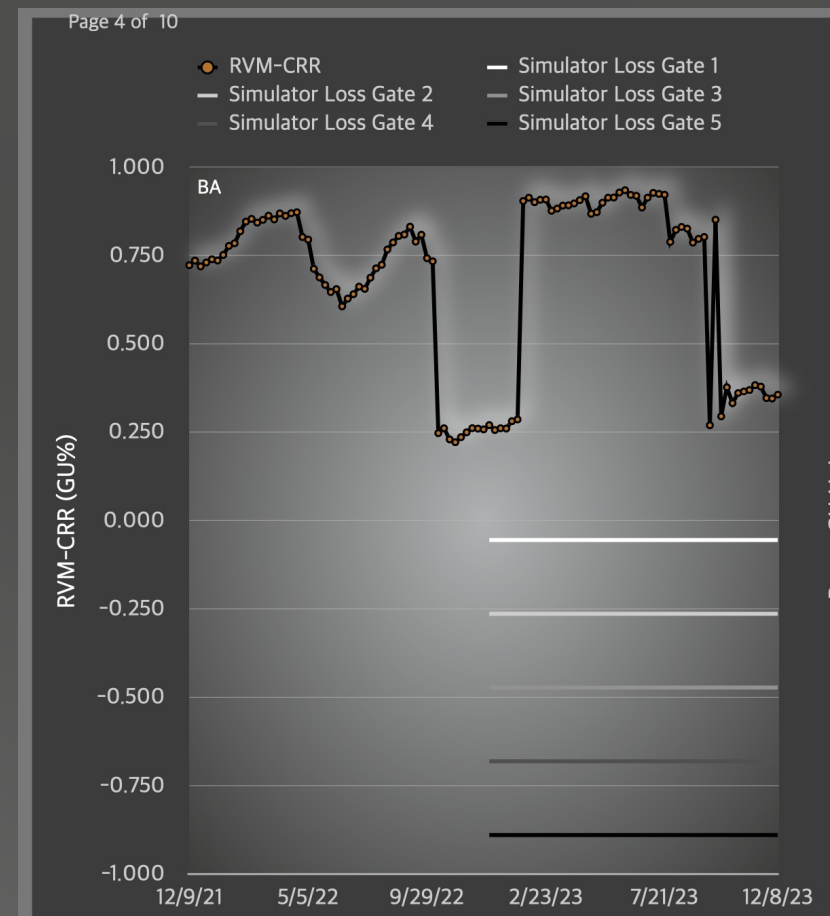
- **Strategic Risk Management and Governance Environment.** “Reading the room,” stakeholders’ mood appears significantly agitated thus making the likelihood that a shock would trigger an outsized reaction **high**. (See Note (a)) The Boeing Company-specific “Fear Index” peaked in value on March 16, 2023.



- **Operational Enterprise Risk Management.** Data indicate material expected changes in stakeholder behaviors or operations. See full report for guidance regarding each of the four operational risks.



- **Intelligence for Auditing Reputation Value and Risk Controls.** Boeing Company's 's reputation value is **not** underperforming its historic range at some period this past year (see accompanying graphic).



- **Intelligence for Reputation Value and Risk Benchmarking.** With one (1) being the highest rank, Boeing Company's reputation value benchmarked at 71 among 93 Aerospace & Defense industry peers. .
- Named peers for a custom/bespoke benchmarking cohort are not available.

