

**Strengthening Relationships:  
Partnering with the Fleet  
Navy C4I / ARO Project**



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# OUTLINE

- **Objective**
- **Approach**
- **Pilot Ownership Programs**
  - **Benefits**
- **Summary**

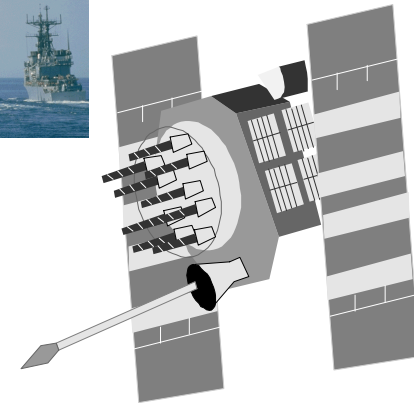


## OBJECTIVE

***Develop mutual ownership  
by building integrated  
intentional communication  
strategies for every program***



# ACQUISITION COMMUNITY AND THE FLEET



*Preserve the Public Trust*

*Team with Warfighters*

## **PURPOSE: STRENGTHENING THE PARTNERSHIP BETWEEN THE ACQUISITION COMMUNITY AND THE FLEET**

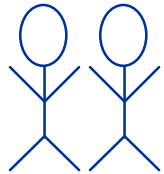
- **Expand trust and faith in the acquisition system**
- **Educate the sailor / marine / public on the acquisition system**
- **Improve collaboration between customer and acquisition community**
- **Build customer ownership and responsibility**

*Value and respect each other*

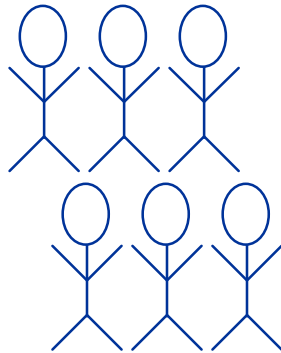
*Communicate openly*



# SPREADING THE WORD



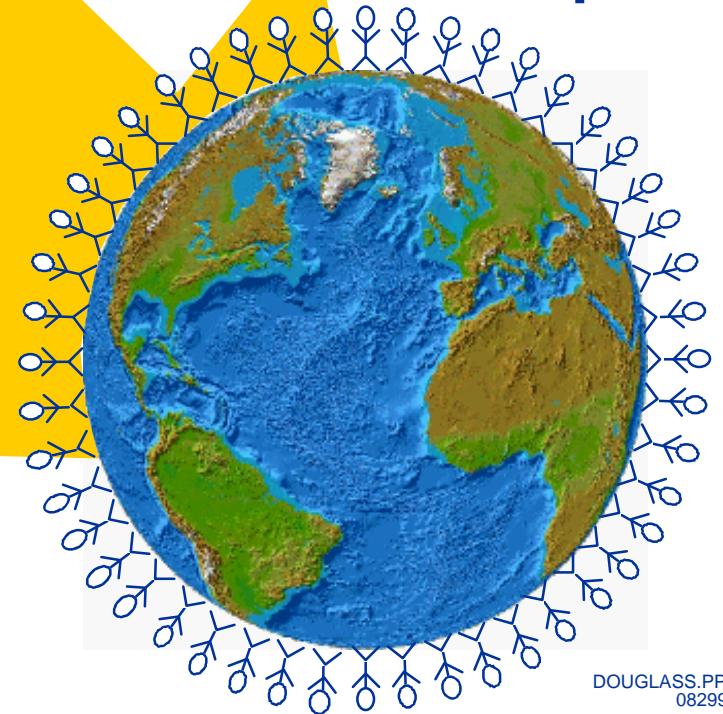
**Tell 10 People**

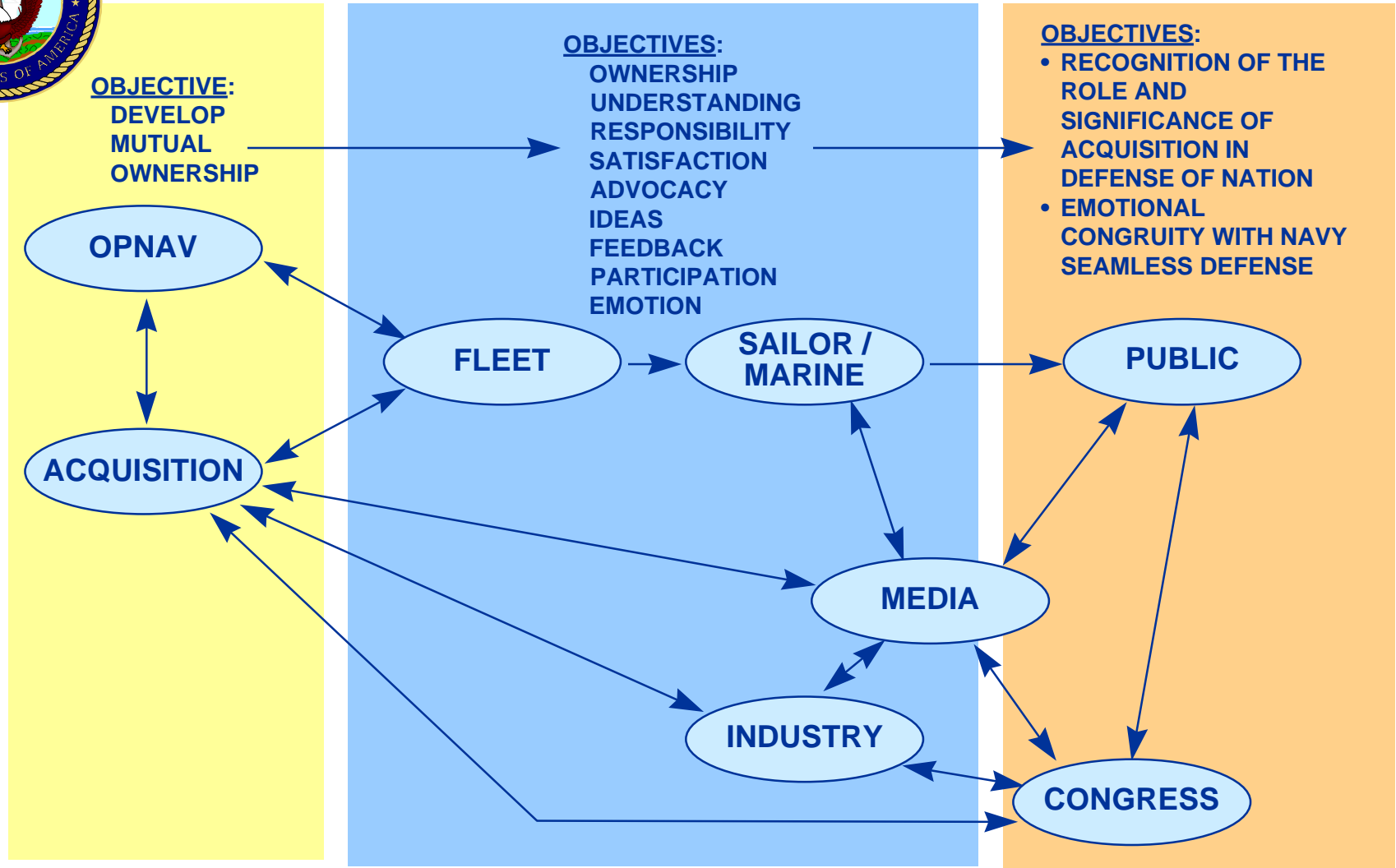


**6 Layers  
of Telling**

**1 Million People**

***NEED TO ENGAGE  
OTHERS IN TELLING THE  
DoN's ACQUISITION STORY***





**CASCADING REINFORCEMENT OF THE ACQUISITION SYSTEM**



# EXPANDED WAY OF MAKING DECISIONS

## Emotional Quotient (EQ)

- Self awareness
- Self motivation
- Impulse control
- Persistence
- Zeal
- Empathy
- Social deftness

and

## Intelligence Quotient (IQ)

- Single numerical measure



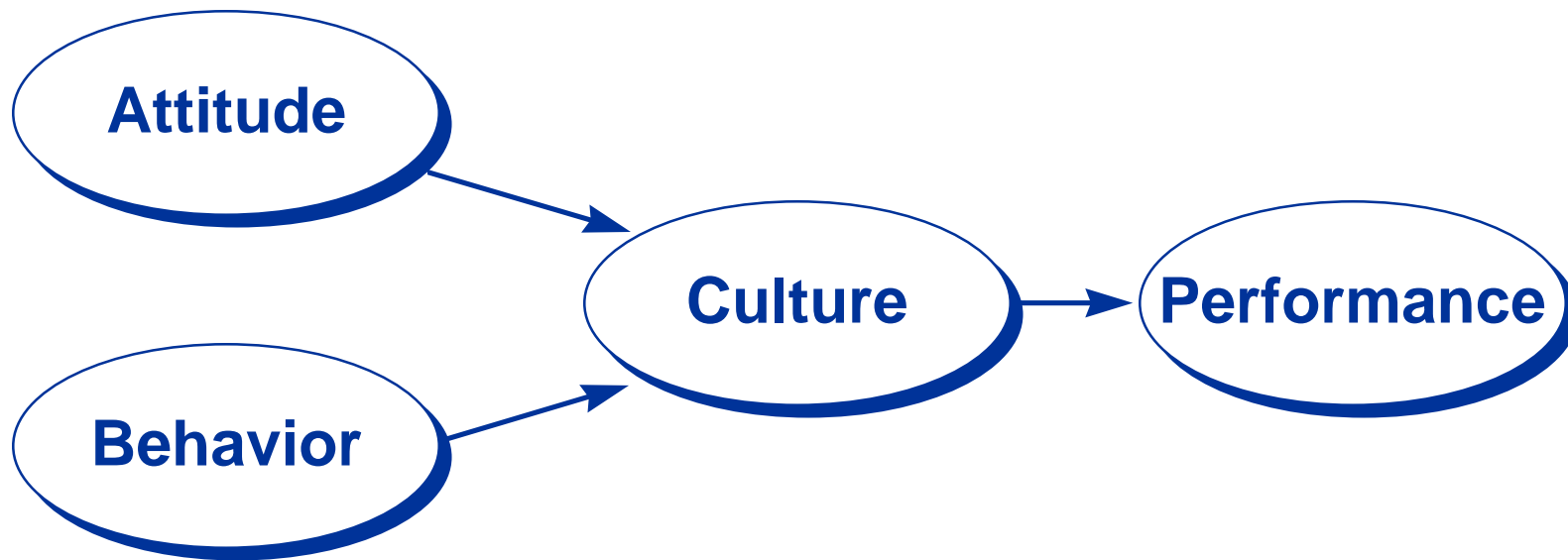
***“IF YOU WOULD PERSUADE, YOU MUST APPEAL TO INTEREST RATHER THAN INTELLECT”***

***– Benjamin Franklin***





# ATTITUDE AND BEHAVIOR CHANGES



***ATTITUDE AND BEHAVIOR CHANGES ARE NECESSARY***



## SUPPORTING DOCUMENTATION

**“Managers should be interested in their employees’ attitudes because attitudes give warnings of potential problems and because they influence behavior.”**

*–Stephen Robbins, Organizational Behavior Concepts, Controversies, Application, 1996.*

**“Short circuit in the brain lets emotions drive action before the intellect gets a chance to intervene.”**

*– Joseph LeDoux, New York University, Nancy Gibbs, TIME, 1995.*

**“Self-awareness is perhaps the most crucial ability because it allows us to exercise some self-control.”**

*– Daniel Goldman, Emotional Intelligence, 1995.*

**“Communicate: Perhaps the biggest mistake companies make is the failure to share information. Let employees know what’s going on.”**

**“It’s important to make every employee feel valued, included, and respected. If you nurture your employees, they can help your business grow.”**

*– Dr. Gay Stanek, Executive VP of International Survey Research Corporation, Chicago*

*– Rhonda M. Abrams, Getting the Most from Employees, Gannett News Service, 1994.*



# STRATEGY FOR BUILDING COMMUNICATION LINKS

- **Build new information vehicles**
- **Augment current information vehicles**





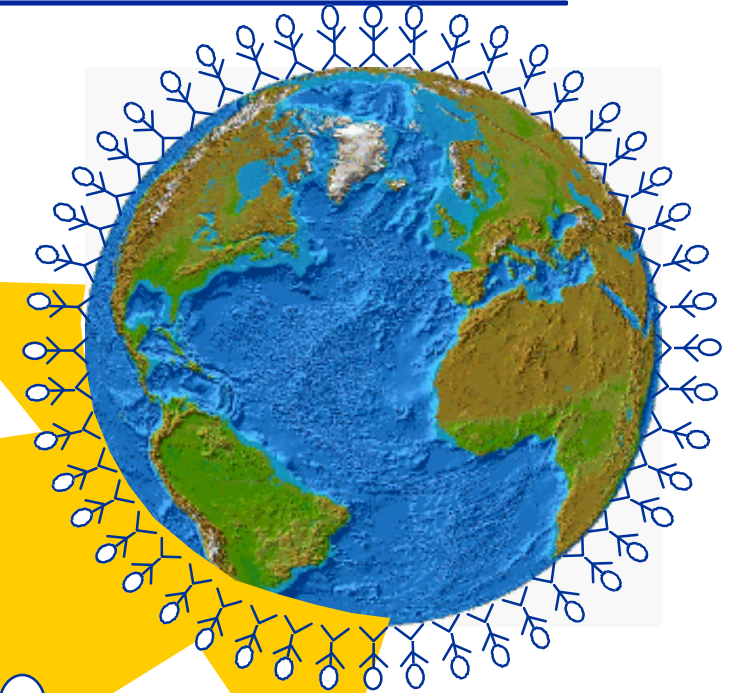
# POSSIBLE COMMUNICATION TOPICS

- **Interesting Highlights of Program**
  - **Requirements**
  - **Development**
  - **Product Evolution**
  - **Testing**
  - **Problems**
  - **Human Interest Stories**
  - **Trials**
  - **Successes**
  - **Fit In Big Picture**
- **View of Team members**
  - **People & Places**
  - **Program Office**
  - **Shipyards, squadrons**
  - **Industry**
- **Driving Factors**
  - **Congress**
  - **Time / \$\$\$**
- **Partnership between OPNAV, PMs, and the Fleet**
- **Feedback Opportunities**
  - **Names, Phones, POCs**
  - **Processes**

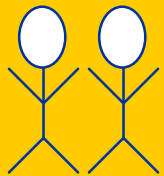


# SPREADING THE WORD

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**1 Million People**



# TACTICAL AUTOMATED MISSION PLANNING SYSTEM (TAMPS)

**Mission:** *Navy's primary mission planning system designed to meet the tactical employment planning requirements of fixed / rotary wing aircraft, their stand off weapons and unmanned aerial vehicles*



- **Objective:**

- Demonstrate how PMA 233/TAMPS has responded to Fleet criticism of product; formed a partnership with the Fleet, and instituted the changes and process to get the product the Fleet needs and wants
- **Potential participants:**
- N88, N6B, PEO(T), NSAWC rep, N62, PMA 233, FUIWG rep, COTF Tester, PMA 265 rep, PMA 258 rep, COMNAVAIRSYSCOM, ASN(RDA)



# ADVANCED AMPHIBIOUS ASSAULT VEHICLE (AAAV)

**Mission:** *Advanced Amphibious Assault mission is to design, develop, procure, field, and provide life cycle support and services for the AAAV and related systems, subsystems and components, and execute other acquisition responsibilities as assigned by ASN(RDA) in support of CMC*



- **Objectives:**
  - To familiarize all Marines with the capabilities of the AAAV
  - To provide information on the current program status and projected timeframe for delivery to the user
  - To demonstrate the use DRPM has made of scale models (Automotive test rig, Hydrodynamic test rig, etc.)
  - To demonstrate the amount of design input solicited from Fleet Marines using user juries, etc.
  - To highlight the importance of this system to the national defense and Marine Corps
- **Potential participants:**
  - CMC, AAAV DRPM, General Dynamics rep, T&E Operations Officer, Senator Robb, Senator Warner



## POTENTIAL RETURN ON INVESTMENT

- Improved relationships with the Fleet through mutual understanding
- Increased workforce motivation and ownership
  - New and better ideas
  - More open communication
- Results in increased visibility / garners support
  - Warfighters
  - Sponsors
  - Congress
  - Public





# PARTNERING WITH THE FLEET



Foster **mutual ownership** by strengthening partnership between the acquisition community and the Fleet



## WHERE TO FROM HERE

- Prototype pilots
  - Complete ownership videos
  - Develop brochures
  - Augment technical manuals
  - Enhance websites
- Pilot Program Managers will brief at PM NARSOC
- Letter from ASN(RDA) to PEOs, SYSCOMs and DRPMs