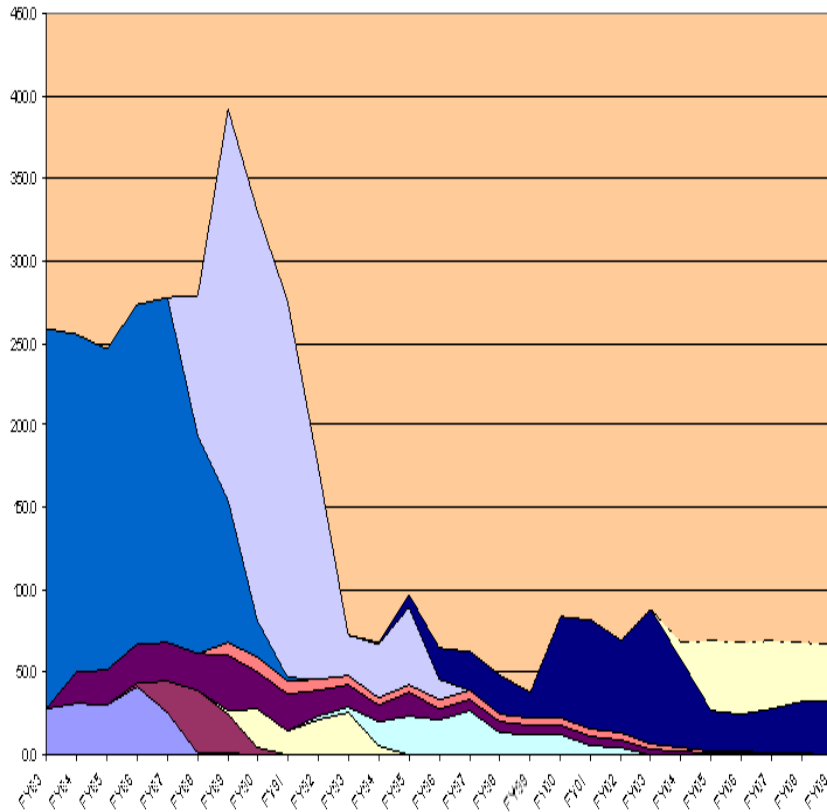
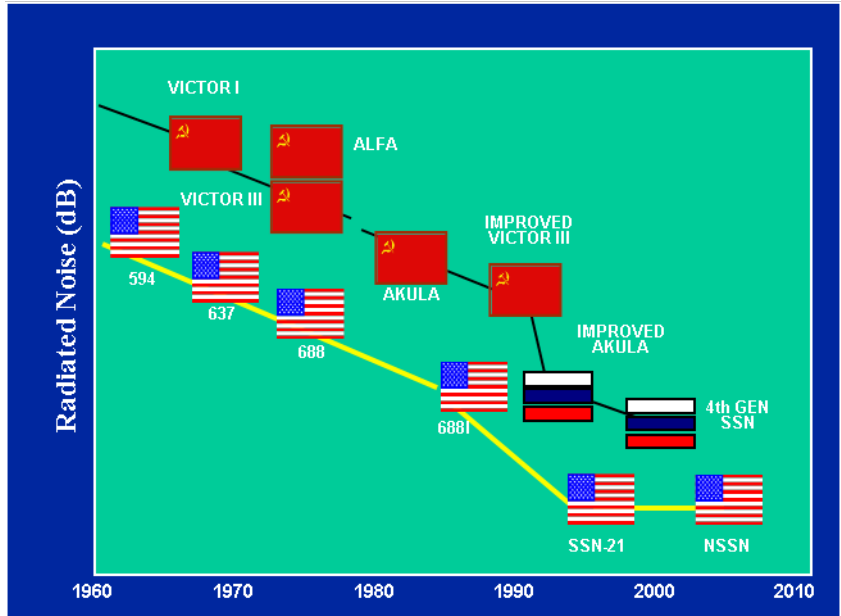


# Why Change?

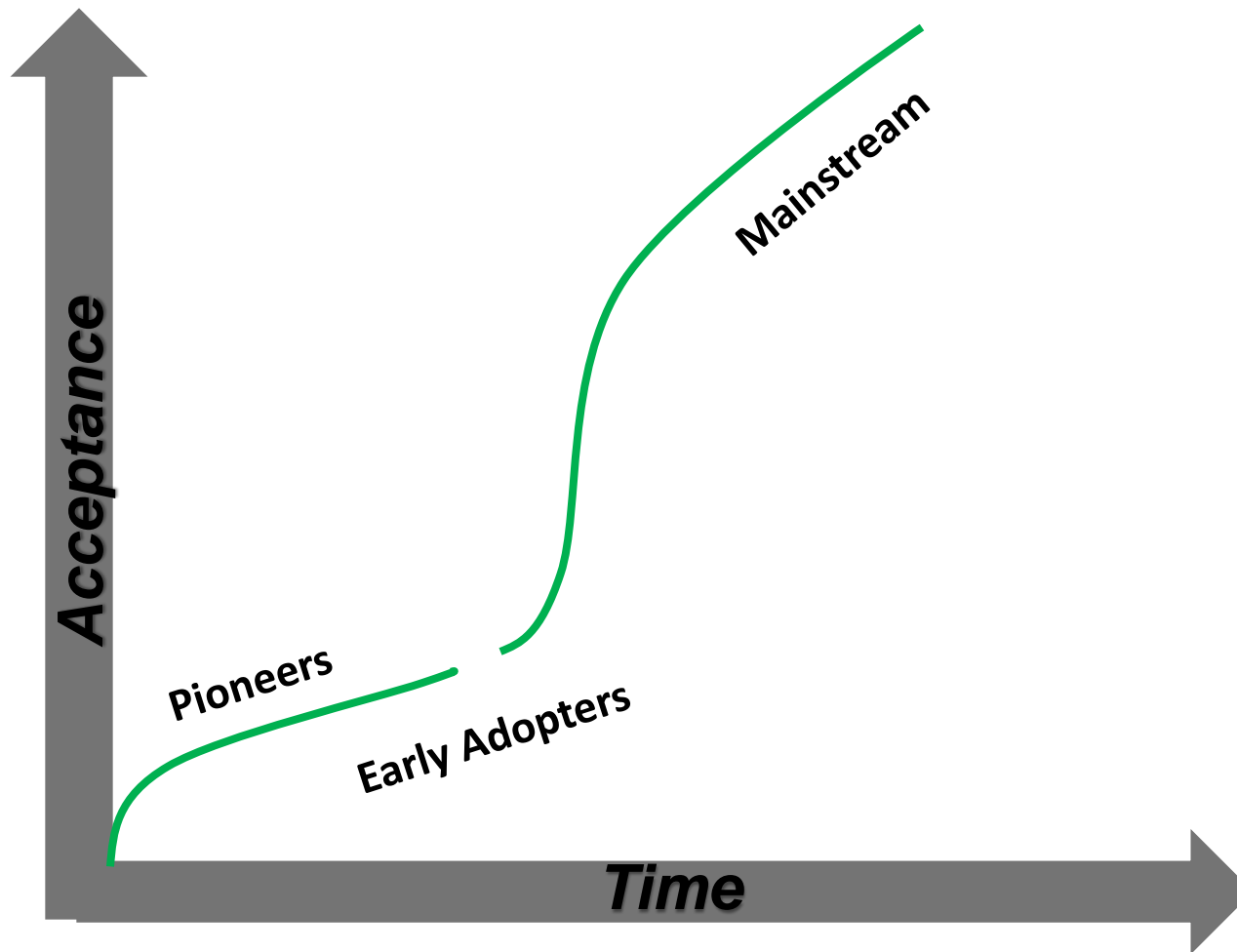
## SUBMARINE R&D



## FSU/US Nuclear Stealth



# The “Culture Change” Problem



# How to span the “Valley of Death”

- Make the vision relevant to the warfighter.
- Establish incremental performance goals based on Fleet needs.
- Select leaders at all levels who can deal with uncertainty without losing sight of the vision – **reward success**
- Develop and cultivate allies at all levels – the strongest ally is the Fleet.
- Involve industry, especially “non-trationals”, in the formulation of strategies and architectures.
- Instill within the “Team” a sense of empowerment and entrepreneurial spirit.

## **Commit and Be Accountable!**