



POD Campaign Plan

Shaping POD for the Future



May 2000



Objective

To discuss our execution of the POD Campaign Plan

- What's been happening
- Where we are going from here
 - Discuss issues
 - Seek improvements to the process





The Goal



"making sure we're all singing off the same sheet"

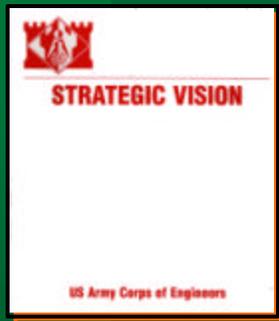




Linking the Corps Vision to the POD Campaign Plan

3 Goals / 7 Substrategies

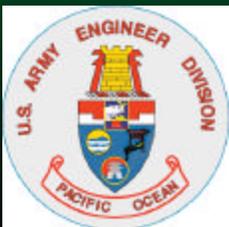
- Revolutionize Effectiveness
 - Align for Success
 - Satisfy the Customer
 - Build the Team
- Seek Growth Opportunities
 - Serve the Army
 - Enhance Capabilities
- Invest in People
 - Build Strategic Commitment
 - Reshape Culture



POD Campaign Plan



- Objectives
- Division-directed initiatives





Supporting the POD Campaign Plan

POD Campaign Plan FY00

- 14 objectives
- 10 Division-directed initiatives



POA OPLAN

POF OPLAN

POH OPLAN

POJ OPLAN





What's Been Happening at POD

- Status report at 2Q RMR (25 Apr)
 - POC's briefed status of assigned substrategies
 - CG's comment, "Potential is great!"
 - Still need to work **kinks** out





Improvements/Issues

1. How to improve management of Campaign Plan?
2. What about Campaign Plan FY01?





Improvements/Issues

How to improve management of the Campaign Plan?

- What we've done/will do
 - RMR
 - Assign POD strategic planner
- Issues
 - Reconsider level of District POC's
 - Relook substrategy definitions





How to improve management of the Campaign Plan - Confirm level of District POC's

SUBSTRATEGY	FOD LEAD OFFICE	FOD FCC	POA Lead	POF Lead	POH Lead	POJ Lead
Align for Success	PM	George Kimura	Scott Bearden	Yong-Hb Yi	Ray Jyo	Andrew Kohashi
Satisfy the Customer	ET	Richard Abe	Mike Rogers	Lynn Ray	James Pennaz	Steve Cayetano
Build Team	RM	Dan Borges	Claude Ming	Lenny Kim	Gary Np	Dave Mrquardt
Serve the Army	ET	Andy Constantaras	Scott Bearden	Norm Benan	Ray Kishaba	Larry Kawasaki
Enhance Capabilities	PM	Richard Torres	Scott Bearden	Bob Kehm	Wendell Awada	Brian Kamisato
Build Strategic Commitment	PA	Larry Hawthorne	Troy Jones	Doug Bliss	Rollie Laberge	Gene Ban
Reshape Culture	HR	Vern Kajikawa	LTC Turletes	Ok-Kyong Hyon	MAJ Goddard	Stu Houck



"Team of teams"

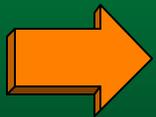


How to improve management of the Campaign Plan - Relook substrategy definitions

- Issue: Differing interpretation of substrategies lead to confusion
- Example: Build Strategic Commitment

Definition: Develop marketing and strategic communications plans to create an understanding and commitment to the corporate strategy.

Expectation: Senior leaders will refocus to think and act strategically. **Everyone will understand the vision and goals of the strategy.** Everyone will understand where they fit into the strategy and the role they play in meeting its objectives. Corps partners, customers and other interests will understand the strategic direction of the Corps and be supportive of its goals.



Understanding and promoting the Vision and Campaign Plan





Improvements/Issues

What about Campaign Plan FY01?

■ Schedule:

- Jun 00 - complete Campaign Plan FY01
- Sep 00 - Districts completed OPLANs

■ Process:

- Will not increase objectives/DD initiatives
- POC's (vice SMR) to provide oversight
- Division Commander still retains final decision





Questions/Discussion

