

# The Field Brain Thinking Tendency Test \*

- \* 6 % +/- Degree of Accuracy (CONUS)
- \* 6 1/2 % +/- Degree of Accuracy (Overseas)

Atlantic



# Liaison Program

John Stock, Deputy Ops  
Program Coordinator



# **"Customer" orientation**

**Dramatic change in focus**

**Philosophy of Mass Production era:**

**"If we can make it, they will buy it."**

**Philosophy of Post-Industrial era:**

**"Meet client needs & expectations"**



# Corporate Restructuring Objectives

## Key strategic priorities

### Enhance Client Focus

Orient organization  
to better  
serve clients

### Be Workload Driven

Align our resources  
with our client's  
Workload

### Be Competency-based

Ensure that our core  
competency is  
sustained

### Be Process-Centered

Standardize best  
business practices  
across corporation

Wow!

Wow!

Wow!

We don't act like  
we believe this.

rule applies:

Industry und

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# Serving Client interests

## Outcome-based focus

- Products are best thought of as services.

- Services

- It's

- Our

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- The

- We have to learn how to tell our story from their perspective

**We still have the responsibility to help guide our Clients to the future.**

do



# Serving Client interests

## Outcome-based focus

- NAVFAC Corporately resolved that we had could serve Clients better
- Coordinate our efforts across the Command better
- Different Liaison efforts based on Clients:

**NAVFAC**

**SLOs: Other Federal Agencies**

**EFD/EFA**

**RLOs: Regional Commands**

**EFD**

**CLOs: Eight Shore Installation Claimants  
Unified Commands  
Major Navy & Marine Corps  
Commands**

**EFD/EFA**

**ALOs: Host Activities & Major Tenants**



# CLnOs Precepts

- **Planned as Collateral Duty to Military / Civilian senior leaders**
- **Positioned at Division HQTRS**
- **Align with NAVFAC Program**
- **Evolve to expert on Client**
- **Under Strategic Business Officer**
- **Plan level of effort**
- **Distribute information across Corporation**



# CLnOs Assignments

Command	Designated Liaison	Pending
CNRMA	CAPT B. Kraai	
CNRNE	CAPT J. Zorica	
CNRNDW	CAPT P. McMahon	
CNRLE	CAPT J. Hollrith	
CINCLANTFLT		
CINCUSNAUER	Mitch Cooperman	
CMC (East)		
EUMCOM	Mitch Cooperman	
CENTCOM	CDR E. Odderstol	
JFCOM	CDR E. Odderstol	
SOUTHCOM	CDR E. Odderstol	
SOCOM		
NEXCOM	Dennis Phelps	
CNO		
BUPERS	Jim Duffy	

Others not addressed by NAVFAC		
USAFE	Mitch Cooperman Med	
USAE	Mitch Cooperman Med	
NAVCENT	Roger Saunders	
NAVSOUTH		



# Liaison Program

## Assigned ALnOs:

### Lant (7)

Va Beach/No. Chesapeake  
Norfolk / Keflavik  
Portsmouth/So. Chesapeake  
Peninsula/W.V.  
Caribbean / Azores (2)  
Marines, N.C.

### Med (2 + 1)

Eastern/Western Med  
Central Med  
SW Asia (Bahrain\*)  
\* LANT PM

### Ches (4 + 1)

NDW North/NAVAIR activities  
NDW South/NASEA activities  
Naval Academy  
Marines (Quantico, HQTRs)  
Air Force (PM, collateral duty)

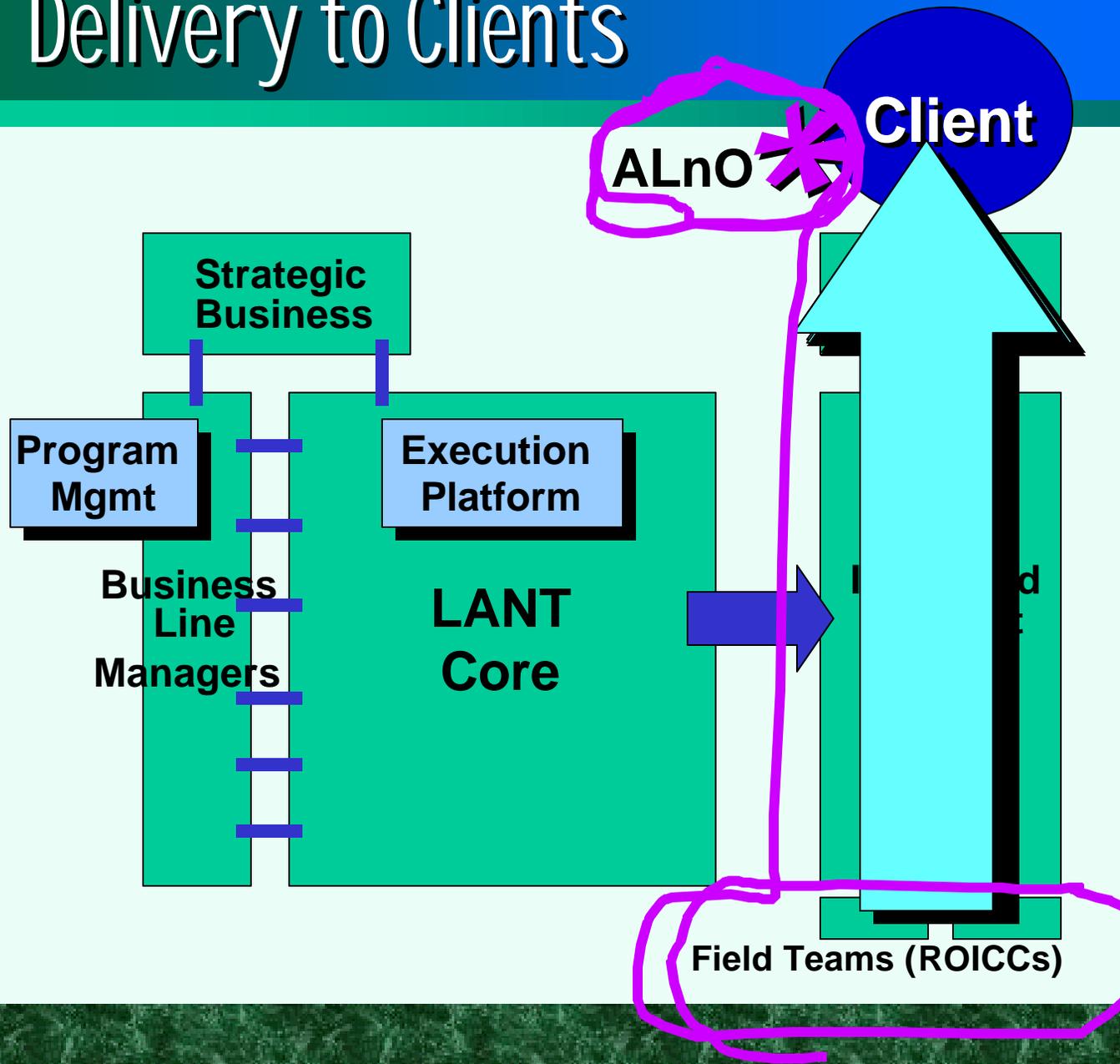
### North (3)

Maine/NY  
Conn/R.I./Long Island Hsg  
Penn/NJ  
Reserves (Collateral Duty)

16 Full Time : 3 Collateral Duty



# Delivery to Clients





# Liaison Roles & Responsibilities

## Serving the Client

### ***The Client Advocate***

**Single Point of Accountability**

**Honest Broker**

**Leaning Forward**

**Holistic Perspective**

**Sustained Knowledge of Client**

**Member of Client's Team**

**Coordination**

**Client Requirements**

**Communications Accountability**

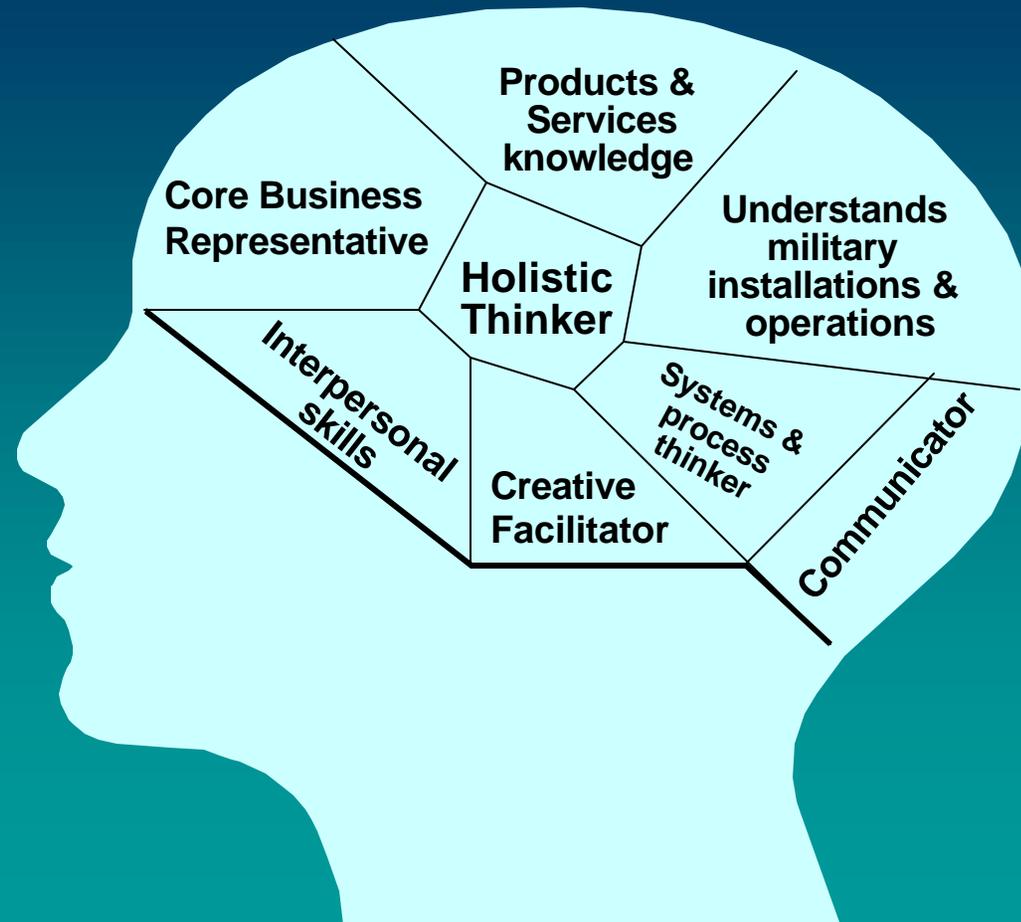
**Performance Measurement**

**Strategic Planning & Marketing**



# Liaison Officer Qualifications

## Positive Attributes





# Training

## ALnO "Bootcamp"

- **Roles & Expectations**  
(4 hours)
- **Business Lines / Products & Services**  
(20 hours)
- **Activity & Regional Commander rep**  
(3 hours)
- **Large Account Management**  
(16 hours)
- **Client Request & Evaluation Form +**  
(3 hours)
- **Miscellaneous (18 hours)**



# Plan: Recruit, train & initiate

## ALnO Positions:

### Milestones

<b>Selected 4 of 7 at LANT (13s)</b>	<b>Nov 28</b>
<b>Announcement for 3 additional</b>	<b>Dec 12</b>
<b>Announcement closed</b>	<b>Dec 26</b>
<b>Selection Process underway</b>	<b>NOW</b>
<b>Selections</b>	<b>Jan 24</b>
<b>“Bootcamp”</b>	<b>Feb 8</b>
<b>Introduction to Clients</b>	<b>Feb/Mar</b>
<b>Field Offices</b>	<b>Mar</b>

Questions  
Questions  
Questions  
Questions



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Program Coordinator



# ALnOs:

