

Own It

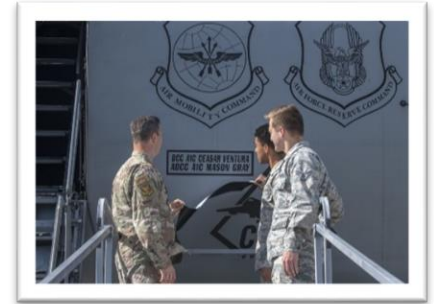
Audience: Leaders Group Size: N/A

Purpose

Establish a culture of ownership and pride in one’s individual job and unit mission and initiative an act to improve them.

Description

Ever wonder why the crew chief’s names are printed on their aircraft? The tradition dates back to the 1970s with General Creech’s tenet that aircraft belonged to a dedicated crew chief (DCC). When a crew chief is given proprietorship, a sense of pride and ownership are established. The idea is when you own something you take better care of it. Additionally, adding the names (pilot or DCC) created a bond of flight that reinforces trust, loyalty and commitment.



A similar pattern exists in academic environments. Many schoolhouses and professional development centers have instructors names proudly displayed outside their classrooms. This reinforces the idea that instructors are educators AND leaders. Leaders who own their environment. Students are welcomed guests into the environment the instructor has established.



Execution

Ideas for Command:

- In what ways can this idea be added to the unit? Ownership to projects, names on offices, cubicals, unit walls, parking spaces, etc. Freedom to create, a safe space to try new things/ideas, etc.

References

- Exert from “Creech Blue” that discusses the DCC program. Pages 89-92
- Retired Command Chief of the AF, Gaylor, Name on the Mailbox, starts at 24:50 https://www.youtube.com/watch?v=02nT8z6WO_A
- Ted Talk video by Retired Navy Captain Michael D. Abrashoff. “It’s your ship” <https://www.youtube.com/watch?v=P3D6Ahnjg48&feature=youtu.be>