

# OWN IT

**Target Audience: Leaders at all levels**

**PURPOSE**

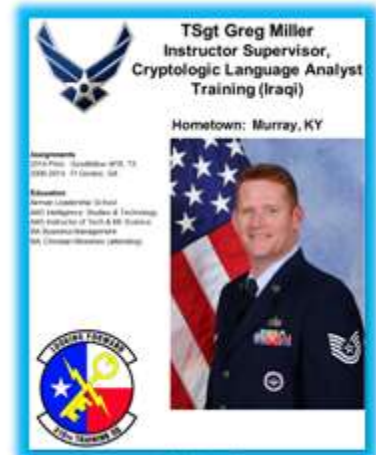
To increase commitment, loyalty and trust by empowering a sense of ownership and pride for one's work, surroundings and initiative to act to improve them.

**DESCRIPTION**

Ever wonder why crew chiefs' names are printed on their aircraft? The tradition dates back to the 1970's with General Creech's tenet that aircraft "belonged" to a dedicated crew chief, who when well-trained, well-motivated, and given a sense of proprietorship, were more effective. When General Creech asked a crew chief how the program was going, he responded with, "General, when was the last time you washed a rental car?" The Airman was implying that if you own something, chances are you'll take better care of it. For TAC it worked--pride and ownership increased and maintenance deficiencies significantly decreased. Additionally, as an aircrew's name is also on the aircraft, the bond between a crew chief and pilot that goes back to the beginning of flight is forged and 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 classroom. Some even have plaques, or signs, with more detail about the instructors and their stories. This pattern reinforces the principle that instructors are educators and leaders (each transform individuals to be better), and leaders own the environment. Now students are guests to the classroom, the environment which the leader sets, ideally for the positive where learning, education, innovation and change thrives.



**EMPLOY**

- Observe, identify an activity, process, or venue that the Airmen truly own (or should). Put their name on it. Host a ceremony recognizing and honoring their role and impact.
- Find out what your Airmen are interested in, and invite them to be more invested in it.
- Empower your Airmen -- ensure they have clear direction, proper training, adequate resources -- and "GET OUT OF THEIR WAY"!
- Join "Adopt A Highway" or road program as a unit or organization in your local area.
- Review *"It's Your Ship"* by retired Navy Captain Michael D. Abrashoff and determine to instill the principle "you own it, you decide" for "if all you give are orders, all you'll get are takers."