

ACQUISITION PROFESSIONALS

Video Series Available

By Irene Smith

Nine videos profiling Defense Logistics Agency acquisition professionals have been posted to the agency's YouTube site.

The acquisition videos were created in response to findings of the 2014 DLA Denison Culture Survey that demonstrated an apparent lack of communication of the full impact of acquisition initiatives on the DLA Acquisition workforce and customers.

DLA Energy Procurement Process Support Director Bruce Blank led the Strategic Communication Working Group comprised of primary-level field activity and DLA headquarters personnel.

"This concern came from an analysis and discussion of 2014 DLA culture survey results at a Quarterly Acquisition Career Program Board," Blank said. "Specifically, concerns were raised about low survey results in areas linking key initiatives to positive impacts on DLA business,

our customers, and the acquisition workforce."

The Strategic Communication Working Group's objective was to improve the strategic communications to the DLA Acquisition workforce by connecting the positive impact of all acquisition personnel types on the DLA Strategic Initiatives including Big Ideas, Better Business Process and Professional Development.

One initiative to do that in a creative, compelling way was the idea of creating the "I am an Acquisition Professional" video spots.

"The videos reinforce the messaging of DLA's commitment to a professional workforce – hire, develop and retain a high-performing, valued, resilient workforce that delivers sustained mission excellence," Blank said. "The objectives are to increase positive feelings and satisfaction about what it means to be a DLA acquisition specialist and increase recognition of the importance of education in the DLA acquisition community."

DLA Energy acting Division Chief for the Acquisition Workforce Development & Intern Center Ditu Kasuyi came up with the idea of creating videos to highlight different acquisition professionals throughout DLA and its PLFAs. He worked closely with DLA Video Producer Jim Miller to develop and expand the acquisition video concept and focus on the different acquisition careers.

"One of the primary missions of the team was to connect the work of acquisition professionals and to educate the acquisition community about the 14 different acquisition fields," Kasuyi said. "We were looking for a compelling, visual way to tell the story and we came up with the idea of creating "I am an Acquisition Professional" video spots."

"We hope to expand the thinking of what it means to be an acquisition professional in DLA," Kasuyi said. "We want people to stop thinking in silos and start collaborating. It is the collaborative thinking that will unlock new ideas and new ways to support the warfighter."

The working group went back to their respective field offices and identified a wide range of individuals – those new in their career, mid-career and senior acquisition members to profile. They looked at people with different levels of certifications and multiple specialties to show the cross section, diversity of people including gender, age and ethnic backgrounds.

The first acquisition video profiles DLA Human Resources Director Brad Bunn, DLA Logistics Operations Deputy Director Mike Scott and DLA Acquisition Deputy Director Roxanne Banks sharing their personal insights in becoming successful acquisition professionals in the video titled "Big A is Critical to Mission Support."

"The role of the acquisition professional is extremely important to the Department of Defense and unique to DLA," Bunn said. "These videos bring our core values to life. People respond better to stories and they respond better to stories from people they can identify with and can say 'I can do that or I am doing that.'"

Key messages contained in the videos are the importance of training and certification needed to succeed in the acquisition career fields.

"As director of Human Resources, my job is to hire, develop and retain high performing, skilled and resilient professionals," Bunn said. "We're committed to enabling all levels of our acquisition workforce to hone their skills and experience, and maximize their potential. Through education, training and the right professional and leadership development, you can be successful in your current job and prepare for advancement to senior level positions."

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The acquisition professionals videos can be viewed at DLA's YouTube page under the DLA Acquisition playlist located at <https://www.youtube.com/user/DODLogisticsAgency/playlists>. 