

ACC Commander Launches



IGNITE ACC Campaign

ACC, *your* Command is getting ready to fundamentally change the way we do business – and *you* are critical to its success!

The world is fast accelerating into a digital age breaking down longstanding linear processes that served the modern western world and our Air Force so well. Technology and innovation are redefining how nations, societies, and individuals interact to conduct business, resolve conflict, communicate without borders, and manage their social lives. There is no turning back – our enemies have demonstrated their competencies and agility to exploit these new capabilities. As such, we must embrace the opportunities technology offers as well as deal with the complex challenges. Now more than ever, teamwork and technology need to come together to form a new collaborative culture.

IGNITE ACC is a campaign focused on empowering our Airmen with the capabilities to advance our culture into a knowledge enabled organization. It will move the command from our traditional hierarchical structure to a more flexible, less constrained organization with constructs that utilize all our talents and capabilities. This vision is based on the knowledge and experiences of our young airman, NCOs, officers, civilians and contractors who were born into the digital age.

The CAF strategic vision and associated key tasks are the road map that will lead us into the future. While this plan details the ends, you are the primary means to get us there. We're launching this campaign across the command to ignite a new collaborative culture that will flatten our organization, increase efficiency, infuse your thinking and accelerate the speed and quality of decisions we make to achieve ACC goals and objectives supporting the CAF key tasks.

Our new campaign will roll out in three phases – Awareness, Launch, and Adoption. Over the next several weeks, you will read and hear about IGNITE ACC through a variety of media

vehicles; e-mail releases, newspaper articles, webcasts, IPTV spots, information events, and web seminars. The awareness phase will explain more about this new knowledge-based culture we're working to establish, as well as new tools, processes, and concepts that will be fielded to make the culture come alive. The launch phase will follow with initial tools and processes laying the foundation for a collaborative environment. You will see chat and persistent presence appear on your desktop; team sites on SharePoint will be established for new Integrated Processing Teams; templates for establishing "my plACCe" sites for each Airman will be available where you can post your biography, work experience, and picture; a new task management tool will be implemented to enhance the staffing process; and a new electronic decorations and evaluations tool will be launched. The final phase will be the full extension of these and other tools and processes. Completion of all three phases will only mark the important beginning of this campaign. It will hand you the capabilities into a new way of doing business. IGNITE ACC is also about how we accelerate from this baseline to unleash your ideas and innovative spirit to master the knowledge-based environment and culture.

Many people will find the journey toward a new culture uncomfortable. Change by its very nature is uncomfortable. The reality is the status quo in our current environment is not sufficient to meet the demands placed on our people. There is no alternative if we are to remain relevant in this ever changing environment or even sustain the demands placed on our units. We can continue the analog approach of thinking ourselves into new ways of acting, or embrace the digital age by moving into new ways of thinking. IGNITE ACC is about a new way of acting and a new culture of thinking.

Our Air Force has a long standing tradition of innovative thinking and a spirit of excellence. ACC has often led the way in pioneering new and exciting capabilities. IGNITE ACC seeks to capture that spirit of innovation across our command - challenging and empowering every member of our team to move the command into the digital age and toward a new way of doing business. I challenge each of you to continue the legacy of making the seemingly impossible possible. I'm counting on you to IGNITE ACC!