

Performance Communication Center

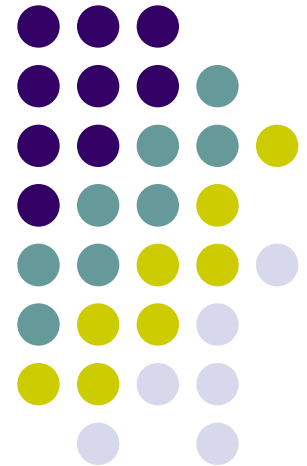
presentation to the EFCOG/CAWG and F&I
Nov 5, 2009

Camilla S. Lopez

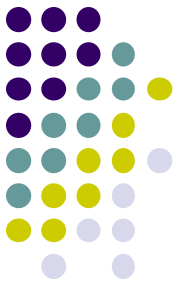
CAWG Secretary

Contractor Assurance Manager of Deployment

Los Alamos National Laboratory

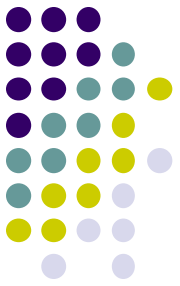


Purpose



To accelerate the successful deployment and acceptance of CAS tools and performance-based management

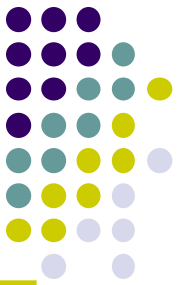
- *Leverages enabling technology (content management system)*
- *Empowers contributing editors to keep content timely and relevant*
- *Uses social media techniques to engage employees and improve processes*
- *Offers a valuable resource to managers*



Goals

- Engage users and stakeholders in learning
- Increase proficiency levels of contractor assurance users
- Develop active communities of practice to improve learning
- Continuously improve contractor assurance processes
- Offer expert assistance and direction
- Build awareness, understanding, and acceptance of contractor assurance

Communication and Learning has changed...

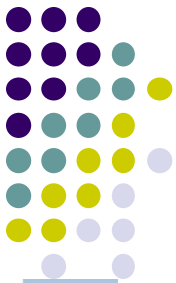


THEN	NOW
Transmit	Engage
Preach	Advocate
Command and Control	Influence and Personal
Formal and Instructional	Informal and Conversational
Tell Your Audience	Build Community
Institutional	People and Relationships
Deadlines	Real time
Powerful media	Powerful networking

Contributing Editors, Performance Bloggers and Forum Moderators build the frameworks that allow for learning, sharing, participation and ultimately a sustainable CAS.

Performance Communications Center-Demo

<http://int.lanl.gov/performance/>



- Performance News
- Performance Blog
- Performance Message
- Expert Chat-learning
- Success Tips-learning
- Forums-learning
- CAS Tools:
 - Goals and Commitments
 - Dashboard
 - ICAM system
 - Integrated Assessment
 - Policy Center
- Links:
 - Virtual Training Center
 - HR links and tools
 - Training

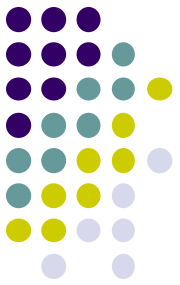
The screenshot displays the LANL Performance Communications Center website. At the top, there is a search bar and a profile picture of a man. The main content area is organized into several columns and sections:

- Performance News:** A list of recent news items, including "Los Alamos identifies internal material control issue" and "Glen Mara to hold classified weapons programs all-hands meeting".
- LANL Performance Blog:** A featured blog post titled "Electric" by the President, discussing his vision for green transportation.
- Goals and Achievements:** A section titled "Latest updates" showing milestones like "2/9/09 - Goals 7: Roadrunner project meets first quarter deliverable".
- Performance Message:** A message from the director thanking staff for their performance.
- Multimedia:** Links to audio and video content, such as "Listen to the director speak about Lab performance at June 6 All-Hands meeting".
- Success Stories:** A section titled "An eye on the environment" featuring a photo of a person in a field and text about environmental monitoring.
- Your Tools:** A sidebar with icons for Policy, LANL Dashboard, Issues Management, and Assessment Schedule.
- Contractor Assurance System:** A sidebar with a list of processes including Strategic Performance, Requirements, Risk Management, Measures, Assessment, ICAM, Process Improvement, and Lessons Learned.
- Employee of the Month:** A section highlighting Jim Werner as the "Employee of the Month" for May, with a photo and text about his team's work.

At the bottom of the page, there is a navigation menu with links for "About Us", "Calendar", "Emergency", "Jobs", "Library", "Maps", "News", "Organization", "LANL Outside", and "Site Feedback". A footer note states: "Operated by Los Alamos National Security, LLC for the U.S. Department of Energy's NNSA © Copyright 2008-09 LANL, LLC All rights reserved | Terms of Use | Privacy Policy".

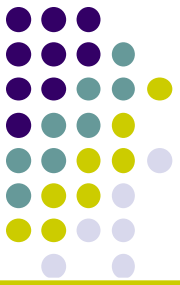
Contributing Editors and Forum Moderators

Camilla Lopez, Publisher, Sarah Hayes, Managing editor



Judy Marriott, Contributing Editor CAS, PAAA, Risk Management
Jeff Eichorst, Contributing Editor LASO
John Buksa, Contributing Editor Strategic Performance, Goals
Rich Reichelt, Contributing Editor and Forum Moderator Measures
Ronnie Cohen/Rita Henins, Contributing Editors ICAM, IMC
Carl Frostenson, Contributing Editor, Forum Moderator IMRB
Bob Stuewe, Contributing Editor and Forum Moderator Lessons Learned
Susan Sisk, Contributing Editor Assessments
Jacki Mang, Contributing Editor Deployed Staff
Tom Starke, Forum Moderator, Deployed Staff
Susan Martin, Contributing Editor Occurrence Reporting
Linda Collier, Contributing Editor Lessons Learned
Kathleen Maestas, Contributing Editor Requirements Flow-Down

Performance Blog – pros and cons



Pros	Cons	LANL Solution
Employee engagement (feeling valued and empowered)	Platform for disgruntled individuals	Moderated blog
Awareness of important issues	Flurry of rant and raves against anything	Open only for performance related topics
Dialog with decision makers	Leadership can feel “attacked”	Moderated to talk about the topic; not the person
First ones out throughout the complex to use blogs for government communication, oversight office included	Little or no prior experience to draw from	Launch it as a pilot
Shape the Laboratory’s reputation as open and engaging in dialog	Could back-fire if pilot fails	Advertise other LANL venues for performance communication and dialog
Provide a platform for professional conduct and conversation	You cannot completely control dissemination of content in bad blogs (e.g. LANL The Rest of Story)	S. Holtz (author of Blogging for Business): “All you can do is set a better table.”
Supports the goal of accelerating the successful deployment and acceptance of CAS tools and performance-based management	Requires effort to keep it “fresh”	Worked into the current budget proposal