## UNITED STATES OF AMERICA THE PRESIDENT'S MANAGEMENT ADVISORY BOARD

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## PUBLIC MEETING

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FRIDAY
JUNE 17, 2011

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The Board met in Room 428 in the Eisenhower Executive Office Building, 1650 Pennsylvania Avenue, N.W., Washington, D.C., at 9:00 a.m., Jeff Zients, Chairman, presiding.

PRESENT

JEFF ZIENTS, Chairman

GREG BROWN, President and CEO, Motorola Solutions

SAM GILLILAND, Chairman and CEO, Sabre

Holdings

JEFF KINDLER, Former Chairman and CEO,
Pfizer

DEBRA LEE, Chairman and CEO, BET Networks
GAIL McGOVERN, President and CEO, American
Red Cross

SHANTANU NARAYEN, President and CEO, Adobe

Systems

ENRIQUE SALEM, President and CEO, Symantec LIZ SMITH, CEO, OSI Restaurant Partners, LLC

TIM SOLSO, Chairman and CEO, Cummins Inc.

ALSO PRESENT

STEVE BROCKELMAN

- BECKY BLANK, Deputy Secretary (acting) of the Department of Commerce
- SCOTT GOULD, Deputy Secretary of the Department of Veterans Affairs
- DANNY HARRIS, Chief Information Officer of the Department of Education
- SETH HARRIS, Deputy Secretary of the Department of Labor
- DAVID HAYES, Deputy Secretary of the Department of the Interior
- CHRISTINE KLUH, Deputy Assistant Secretary of the Department of Veterans Affairs
- VIVEK KUNDRA, U.S. Chief Information Officer
- DANIEL LEBRYK, Commissioner of the Financial Management Service
- MICHAEL LOCATIS, III, Chief Information
  Officer of the Department of Energy
- BERNARD MAZER, Chief Information Officer of the Department of the Interior
- TONY MILLER, Deputy Secretary of the Department of Education
- CATHERINE MURPHY, Regional Solicitor at the Department Labor
- DAN PONEMAN, Deputy Secretary of the

Department of Energy

- STEPHEN SHIH, Deputy Associate Director for Executive Resources and Employee Development at the Office of Personnel Management
- SIMON SZYKMAN, Chief Information Officer of the Department of Commerce
- DENISE WELLS, Deputy Assistant Secretary for Human Resources and Chief Human Capital Officer at the Department of Health and Human Services

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## P-R-O-C-E-E-D-I-N-G-S

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(9:02 a.m.)

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CHAIRMAN ZIENTS: I believe we have a good agenda today. Before the camera starts rolling, let me just take you through the whole of the day. So, as the camera is rolling, everybody should have a notebook in front of them. I am on Tab 1, and we're going into our Open Session from 9:00 to 11:15. we're going to spend time on the two Subcommittee terrains, IT and the SES. think in both terrains across the Subcommittee meetings we've made good progress in defining the topic areas where we feel like we can have the greatest impact. And that's the intersection of where there are corporate best practices that we believe can have an impact, or are applicable to government operations. I think we've made good progress in that funneling down to those hot topic terrains. In the SES terrain, many of you

expressed an interest last meeting and across

the Subcommittees in getting to know the SES

better given how central they are to all of

government operations. So, we're going to

spend time bringing in some folks who have

been SES members for many years, a couple who

are very senior managers in the SES, and a few

others who actually have staff positions where

they help to manage the SES across their

agency, so we'll get both a line and staff

perspective on the SES.

We're scheduled to meet with the President
before he heads off to Walter Reed, and also
with Secretary Geithner later in the
afternoon. And we'll have people out of here
as promised by 1:00. I have to make up for my
under-performance last night.

(Laughter.)

CHAIRMAN ZIENTS: And to the fiveminute point, we'll also build in some breaks,
so everybody can do BlackBerries and catchup.
So, with that --

1 MR. BROWN: And Motorola.

2 CHAIRMAN ZIENTS: I'm sorry?

MR. BROWN: And Motorola.

CHAIRMAN ZIENTS: And Motorola,

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(Laughter.)

CHAIRMAN ZIENTS: We now are behind Tab 2, and let's start our Open Session I guess on page 3. And I'll hand it over to Steven just to remind everybody of our overall process and how we're going to make sure that by our next meeting we have concrete recommendations in both terrains that we can begin to apply across government.

MR. BROCKELMAN: Okay. Let's go to Slide 3. This is bird's-eye view of where we are in the process. We spent the last couple of months narrowing down our few areas of focus to three specific topics where we feel like we have the best opportunity to bring private sector best practices to bear on public sector challenges.

So, today's meeting is for the two Subcommittees to share with the full Board the issues that they have zeroed in on. But, more importantly, I think it's an opportunity to get a deeper understanding of how challenges in these issue areas actually manifest in the government. So, we're going to spend, as Jeff said, a lot of our time today getting that perspective from agency officials. We really want to put our fingers on that intersection of private sector and public sector.

So, that's today. And then looking ahead we move into the Solution Development phase over the summer. We'll be identifying best practices, testing our proposals with stakeholders and government. And then the Subcommittees will have their recommendations in the September-October time frame, present those to the full Board at our next meeting way off in November, and then develop implementation plans from there.

Any questions on the process?

CHAIRMAN ZIENTS: So, we

anticipate a lot of work across the summer

months, early fall with you, with your folks

that are working on the Subcommittees. We're

going to have to really dig in. We want in the

November meeting to have those concrete

recommendations that we can start to implement

across the late fall/winter months.

MR. BROCKELMAN: Right. And you've all been terrific about giving us access to your senior executives, so thank you.

Okay. So, let's move to Slide 4.

We'll get into our first session of the day.

This is the work of the IT Subcommittee. We have three goals here. First, we're going to take a look at the topic areas that the Subcommittee has chosen to focus on. Second, several members of the IT Subcommittee, so Shantanu, Liz, and Enrique are going to share a high-level view of how their companies are addressing some of the challenges in these

1 issue areas.

And then as part of this, we're going to get at our third goal, which is to have a dialogue about where these private sector approaches might be applicable to the public sector. So, that's why we have all of our guests here.

So, this might be a good time, actually, to do some introductions. Maybe, first of all, we're going to have Vivek
Kundra, I think all of you know our Federal
CIO.

CHAIRMAN ZIENTS: Pause for a second. When I arrived, my team was very incomplete but for one person who had been here since the beginning of that, and I, as I assume all of you do, spend a ton of time thinking through the team, and how you get the right people in the right spot. Boy, did I luck out. He is a total star. He has a combination of the ability to think strategically and figure out the things that

matter, and then get stuff done. Oftentimes those two things don't correlate. In Vivek, they're 100 percent correlated.

He has done unbelievable service across 2-1/2 years, I can see all the Dep Secs and CIOs nodding their heads. And it is with sadness, but at the same time with a lot of admiration that I say that he is leaving in two months. Very rarely do people give two months notice in government, Vivek has. And across the next two months we're going to make sure we have seamless transition in an attempt to fill those very big shoes. So, thank you, Vivek for all your service, and I know you'll end as strong as the last 2-1/2 years have been. So, thank you.

> MR. KUNDRA: Thank you, Jeff.

MR. BROCKELMAN: And we're

honoring you by forgetting to give you a name

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(Laughter.)

MR. BROCKELMAN: So, maybe I could

Subcommittee selected its focus areas within

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1 this large terrain area of IT Management.

You can see a box of criteria for selection at the top of the page. So, we're looking to focus on issues that are, first of all, hard problems to solve in the government.

Second of all, where there is a track record of effective best practices in the private sector. Third, where there is potential for meaningful impact. And then last, probably most importantly, we want to select issues where there is a reasonable degree of transferability between private sector and the public sector.

So, for example, if the private sector solution to a problem is let's give our IT program managers huge bonuses, well, that's probably a non-starter in government.

CHAIRMAN ZIENTS: Danny, not possible?

20 (Laughter.)

21 CHAIRMAN ZIENTS: You don't like 22 that one.

If, on the other

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hand, the private sector solution has to do with a new project manager's methodology, then maybe we can work with that. So, that's what

we've tried to zero in on, these types of

criteria. 6

> So, a little bit of background on how we gather our information. We wanted to get a government perspective, so we worked closely with Vivek and his team. We've met with a number of the agency CIOs around this table and others. And then we also wanted to get a sense of how the private sector addresses these issues, so we interviewed each of the member companies on the IT Subcommittee, talked to their CIOs.

> I think one thing that we really tried to do was instead of -- it's tempting to try to cover the whole landscape, but if you go a mile wide and an inch deep you're probably not going to make much of an impact. So, we've really driven to a couple of fairly

specific topic areas here, and you can see them at the bottom of the page.

First is, how do you make sure that IT and their business partners are aligned around business' needs? And then second, how do you manage the performance of your IT vendors effectively?

So, we're going to dive into both of these. I'm going to turn it over to Vivek. Actually, maybe just pull up here since we're kind of sharing this with the full Board first. Are there any kind of questions? Do those sound right? We're going to get into them deeper, but --

(No response.)

MR. BROCKELMAN: Okay. Vivek.

MR. LOCATIS: All right, great.

So, on Slide 6 what was really enlightening for us was the value that the private sector brought to thinking about some of these persistent problems that the federal

government has struggled with.

So, the government has to struggle a lot with coordinating IT projects from the planning phase all the way down to the execution phase. Three big things as we see challenges that the government faces, is number one, is around limited control of CIOs when it comes to the budget. And also, in terms of making sure that the business is actively engaged.

Two is that there have been unclear project benefits from the very beginning, which makes prioritizing first order, second order, third order, what do you go after very, very difficult across the federal government.

Three, there are regulatory legal frameworks that constantly keep changing, so the uncertainty there. And, of course, with leadership, too, is one of the big challenges within the federal government.

What's interesting here is that the private sector actually does this very

differently. So, first, with integrating strategic planning right up front with the IT planning, so it's not an afterthought, but it's hardwired from the very beginning.

Second is that there's a very rigorous methodology on how you compare projects so you can differentiate the value, so you can make a decision around where you spend majority of your energy.

And third, the senior-level IT

Advisory Boards were actually real advisory

boards that would make decisions with very

active engagement on the business side, rather

than just the technology side.

So, there's a lot to learn here.

What I'd like to do is turn it over to

Shantanu to talk about how they actually do it

at Adobe, and Liz in terms of how they

actually do it at OSI.

MR. NARAYEN: Great. Thanks,

Vivek. First, maybe before I even start, just
to set a belt, which is from a big picture

perspective there's no question at Adobe that
we view our IT as a big enabler to
accomplishing our business goals. And it
might sound obvious, but I think unless you
state that in terms of how we get closer to
our customers, how we drive revenue, how we
drive better customer service, I think you
have to get to that understanding that IT is
a big part of strategically where you want to
go.

And the second big picture I would say is that we recognize that this is not a sprint, but it's really a long-term marathon in terms of how you're trying to drive the company forward.

So, with that sort of in mind, the first thing we do strategically is we sort of say how do we even divide up the money that we have between new projects, existing projects, and maintenance, and depreciation, so to speak? Because unless you are clear about trying to drive change, and trying to drive

new, I like to call it you have infinite

projects. Every existing project can take up

all your available resources, so you have to

actually, I think, proactively drive towards

what kind of mix you want to see between

keeping your current systems running, keeping

the lights on versus how you want to invest in

new businesses, or new IT projects that are

going to drive new business benefits for you.

And also strategically, in addition to having that mix of how we want to spend money, we think about architectural consistency, because I think there's a little bit of potential easy win about building things that may not serve you well long-term architecturally. So, just to set those things in context, which is you have to think about long-term architectural consistency.

Otherwise, you'll have a mishmash of projects that actually don't work together.

So, our goals as you can sort of see a little bit on the slide is for all

projects, we clearly want to deliver projects
that support the business strategies and
realize measurable value. But equally
important, we want to hold not just IT but the
business leaders accountable for both the
adoption, as well as the realization of the
value once this technology is delivered.

It's very simple to say from a sales point of view, for example, I need this new sales force automation, or I need this new system, and I'm going to drive revenue, but unless they quantify it and it becomes part of their next year goals, you're really not holding them accountable. So, I think we've tried to really formalize how we hold these business leaders accountable for the option. And there are three parts to that.

The first part is the partnership between IT and the business leaders, which is how are you making sure that you become a trusted partner, both between IT and business.

And all the project investments that we make

annually, they have to cascade back to our strategic goals, and our annual objectives.

So, whether you're in IT, or whether you're on the business side, you know exactly how the projects that you are allocating against buy back to the annual strategic objectives, as well as the KPIs that you have for yourself as an organization.

And I think Vivek mentioned this,
I know Liz has this, as well, we definitely
have a cross-functional governance council
which helps in those decisions because there's
always tradeoffs that are involved.

So, step one I would say to the execution is the partnership. The second one is the shared responsibility. And we've come up with a value model. And what the value model really, it's all about having skin in the game. So, the value model basically says for every project are you trying to grow revenue, are you trying to reduce costs, or are you trying to increase productivity and

efficiency? And that has to show up then in the plan for next year.

If you are saving costs, well, next year when you start the budgeting process there's that negative amount associated with the budget. So, unless you have this long-term accountability we found that people invest in IT projects, but there's no accountability that we have.

And the third thing I would say is that transparency was a big part to really making this a shared responsibility, so we have a realtime dashboard for all of our IT projects. We're constantly monitoring that.

We have an out of bounds very formal process in case something else happens which moves that project out of bounds. And they're, again, all tied back, so it's called the Blue Doc in our particular case, but it ties back to strategic objectives.

So, I would say those are the three parts of how we run. And on the next page,

1 just very quickly, is a sample example of 2 This one we haven't put the numbers in that. there, but it really deals with 3 virtualization. I think every one of us in IT 4 5 probably has tens of thousands of servers 6 lying around with all these old archaic 7 systems, and we really clearly wanted to make 8 sure that over many years we virtualized all 9 of that, which I think is a common theme that all of you probably face. 10

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There's an investment that you have to make up front to get the benefits long-term. So, as you can see, we model out what those benefits looks like. But there's one of these value models that actually exists for every major project that we have.

So, that's sort of a quick summary of how we do it.

CHAIRMAN ZIENTS: Liz.

MS. SMITH: Great. Well, I can certainly echo much of what Shantanu does, so I'm only going to focus on what's different

about it, because I think that he articulated most of what is around the table would say are absolutely the hallmark of healthy IT governance programs.

At OSI, prior to 2009 this should resonate from having spoken to many of you, we were really very independent, five restaurants with what I would describe optimistically as a patchwork quilt of IT infrastructure. And the first thing to Shantanu's point that we really had to develop was the notion of fewer, bigger, better. And it's become somewhat of a mantra in our organization.

We cut the IT projects immediately by 50 percent, while increasing IT spending over 3X, and there was just a ton of, as Shantanu said, loose ends, legacy projects, things that had been green lighted that nobody kind of knew why they were still going along, but they had this momentum of their own.

So, the first thing was to kind of get control of the resources and bring it into

a manageable situation. Very similar to the approach that Shantanu outlined, we have a governance structure that starts with the business long-range plans, and five key company objectives. Kind of a big believer that you can maybe do three and five is a stretch, and then the IT goals have to align, so the screen is this is what we have to do. How does this project that's being proposed support that, or not support that, very similar.

The entire company is aligned on this business plan and IT plan. And as Shantanu said, it's not just an IT plan, it's a joint ownership plan to deliver the business objectives. And there's joint ownership.

We have a Governance Committee, very similar, called the ITAC, and it is chaired by the CIO. But for purposes of our organization, the entire Executive Leadership Team is around the table, and I participate actively. And these are robust. I love the

thing of it's a marathon and not a sprint,

because it is. This is an imminent process

that you have to go through to establish

annual priorities, look at multi-year

projects. We meet quarterly and we prioritize

projects and project resources, we monitor via

dashboards. And I think this one is really

important, because we all have an optimism and

a desire to use technology.

We've had to implement a really strict one-in/one-out policy, because what high-performing groups tend to do is they tend to keep adding projects, but nothing ever comes off the table. And what I found in IT is that we will green light a project, and it's the iceberg analogy. You've only identified the top, but what it takes to get done, then 90 percent of the resources on the business side and the IT side that are needed to come together, nobody has thought through when they put that plane in the air. So, we pretty much focus pretty strongly on that.

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We also don't allow a project to get in the air until there is a full list of the organizational resources on the business side and the IT side that are going to work on this, and what percentage of its time. Because what you find as you go back is that you have the same person allocated 800 percent of their time, and so businesses -- projects never get done. You know, Bob has got 700 percent of his time allocated across seven projects, so we really measure that down. we won't let a project go into the air until there's a full business slate that clearly says that this person is going to be able to spend that time on that.

And then we have only the top executive team and the top advisory council can prioritize, cancel, delay, or re-scope the IT project. It can't happen while we're down in the organization areas. My experience says you have tons of scope creep all over the place.

And then, finally, both business and IT leaders and team members have their project and key milestones on their annual performance objectives. So, it's not about money, and bonus dollars, but it's literally about did you partner to make this happen according to the milestones?

And my experience is, and I think probably it's shared, when IT projects are languished, they almost always are, it tends to be that the business resources were not available, not the IT resources. So, it's really important that the business contact that's going to make it happen, that you've identified all of them. In my experience, that is always why it's late.

The next page just reinforces what Shantanu said, and we don't need to crawl through it because by definition it is an iterative process, but it's kind of the point of there's no shortcuts. Once we have a project team and a project that's been put in

the air, plane in the air, then it's an iterative project where the ITAC of that project meets, incorporates business needs, goes to the next, has an output so that you kind of have three or four iterative sessions before you finally finish, so that means that by the end in the finished product, expectations have been fully aliqued. that you don't have the kind of situation where the business gets delivered something that they didn't realize that this is what it was going to do. It speeds up project execution by focusing on development, and minimizing documentation.

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We try to keep, as I said here, just enough ceremony to produce frequent and high-quality solutions, but we tend to make these working sessions. And it just results in much less free work.

MR. KUNDRA: So, Danny, what I thought was really interesting here -- Danny, the CIO at the Department of Education, is

what Shantanu and Liz, what you talked about in terms of being able to put in place systems that allow you to see whether it's out of bound projects, and how to build the right structures there, or to figure out up front that there's no difference between sort of business plan and the IT plan.

Can you talk a little bit about the Department of Education, and sort of how you look at the universe in a federated environment?

MR. HARRIS: Sure. What we do is we use a segment approach. We've probably been at it for the last three years, was probably the most significant impact that we had on IT spending in the Department's history. So, a segment is a line of business, is a broad line of business. Until we actually looked at spending from a segment perspective, we had duplicate projects, duplicate spending, so now if you are -- let's say you want to spend IT dollars on grants

management, or the grants management line of business, you have to actually go to the grants management segment owner, and you have to sell that concept. And that segment owner has to answer a number of questions. One, do we already have an investment that either solves that business problem, or with a slight modification can support that business problem. And what is the value, what is the value of that specific solution? And does it map to our enterprise architecture?

So, there's a list, there's about a dozen questions that that business owner would have to sell and convince the segment owner of before that actually becomes an investment.

Over a very short period of time, we significantly reduced the amount of spending, and at the high-level spend, the major investment, there is no duplication.

Obviously, at the minor spend, you know, less than \$1 million, less than \$500,000, you're

still going to see some duplication. But the major spend level, no duplication, because it just simply doesn't get through the process.

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MR. KUNDRA: It would be interesting, Bernie, from your perspective as a CIO at the Department of Interior, this is how we can replicate some of these best practices. For the challenges, for example, in Bernie's organization, when the Secretary is sent an email, as Deputy Secretary Hayes mentioned last time, because the infrastructure was just so fragmented, we'd love to get your thoughts on how Interior, as it's going through a transformation right now, and fundamentally rethinking its governance, do you want to talk a little bit about what you've done so far, Bernie, and then where there are some issues that we could get some thinking around.

MR. MAZER: Right. I'm so grateful to be at this presence here.

Listening to both of you, one of

the things you brought up, Liz, about the taxing of individuals on these multiple projects, we have an expression internally, I call it STP, but it's the same 12 people, which is the one that we always go to to come to try to have the execution.

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What we're doing within the

Department of Interior is, we are -- we have
a multi-fold process. One is a consolidation
of what we consider common commodity type of
utilities. That's our infrastructure. We
have aging infrastructure, not really good
total cost of operations models to recycle the
refreshing of those technologies. And we're
also focused on what we call the governance,
and where Danny was talking about with lines
of business or segments.

The Department of Interior, we have, I think, one of the most -- and we talk in architecture, the most diverse business lines. We have 37 separate business lines.

And what we are doing in the Department of

Interior is creating what I call domain areas, things like law enforcement, things like energy, and we are appointing -- we're not only federated, we're a distributed organization, and is appointing people from within the Department and from the Office of the Secretary, as well as owners from these different domain areas. So, we're going through a governance process of streamlining all that.

Whereas, in the past we had literally dozens and dozens of individual investment review boards, and everyone was a passing student and all of that. What we're doing now is applying a rigorous approach to saying these are common applications, this is a common area, everyone shares those. We're bringing experts, the CIO is supporting the experts who are saying does this merit consideration and continued funding, or not?

MR. KUNDRA: This the question that is facing the Department is sort of the scale.

So, when I think of Department of Commerce, for example, Simon, the CIO is here, and he's got NIST and NOAA and all these different agencies. What's your advice as we think about this, where you have CIOs at a departmental level that may not, necessarily, manage the entire budget. But at the same time, you've got sort of these teethless review boards across the federal government that aren't really able to drive change as aggressively. How should we begin to even tackle that problem?

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MS. SMITH: I would -- I think the whole Committee, Enrique, and Ron isn't here, but he would certainly -- the first thing is that it has to have the involvement of the senior level of the house.

I know you have a council that meets, but is that -- you can't leave it because those ITACs that exist down further in the organization, they are toothless, and they will not be able to. So, you have to agree on

a set of principles at the top, and no one can change those without bringing them back.

Right?

So, that's kind of what we do. The one question I had, though, for you, Danny, in talking through this is, you tend to get into A, B, and C priorities with IT. And what we found was that the C priorities, what you just let happen and people have decision rights over, they suck a huge amount of resources on the business side and on the IT side, so the first thing we had to do was rein all that in and, in effect, put a freeze on those and just say we're out of business on these things.

I know that for your project it seems absolutely critical to build that interface, but we're freezing all of that work because we literally need to take the business resources and we need to take the IT resources and bring them up to the A projects, one, to better the planes, and two, to better control them.

So, I guess I would first say it's

a tough step to take in an organization, but

3 I've never been able to make progress without

4 first putting a freeze on the 2,000 C

5 priorities that are critical to one person and

one team, so that it frees up and it returns

7 control at the top so that you can get the key

8 programs done.

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MR. NARAYEN: So, I agree. I mean, I have two things. First is, you've got to cancel some projects, as well. If you don't cancel any projects then I don't think the ITAC or the government's council, or whatever your group is really has any real authority. So, you have to figure out which ones have outlived their value.

CHAIRMAN ZIENTS: Pause for a second to throw some data on the table. OMB, Vivek working with agency leadership did 50 of these TechStat sessions which will go deep on 50 large projects, and a bunch of cancellations came out of that.

MR. NARAYEN: That's great.

CHAIRMAN ZIENTS: Then we

transferred the technology, as should be done, to the agencies, which is fabulous, and those TechStat sessions are now happening. However, cancellations aren't happening any more. So, I mean, there's good things happening, projects are being streamlined, unnecessary bells and whistles are going away, but it's interesting when the heavy, Vivek here, no longer was there, the agencies tended to make good progress, again, it's a good thing, but the terminations have stopped.

MR. NARAYEN: I imagine, as you would say, requires constant vigilance because it's like weeds, they grow up, they keep coming back if you don't constantly --

MS. SMITH: There's no substitution for senior leadership involvement. There isn't. I mean, I've tried to validate this thing 50 times, and this is what happens. So, I've just -- I spend 25 percent of my time on

these matters, and I bet most of us would
because you're exactly right. There's good
intention, but it doesn't happen unless you're
at the table saying one-in/one-out. Nope,
we're going to kill that, we're green lighting
that.

CHAIRMAN ZIENTS: That's a very -in government it's called PayGo, meaning -PayGo, meaning that if you're going to do
something new you've got to figure out a way
to pay for it in our budget. That's what
you've -- I mean, that's the tab, is we're not
starting anything new without something being
done, or killing it.

MS. SMITH: That's one in --CHAIRMAN ZIENTS: Right.

MS. SMITH: Because everybody is fully resourced.

MR. KUNDRA: I mean, just to add to what Jeff said in terms of data points.

Right? So, when we did it sort of from the White House perspective with the agencies, we

were able to save about \$3 billion. As we tried to federate and solve the scaling problem, as Jeff outlined, because we realized that if every CIO in the Department could replicate the same model, what we would be able to do is go after far more projects at terminations, but the challenge was after 75 projects versus 50, there are only \$11 million in savings. So, that's the big challenge that we're trying to figure out both government-wide, but also at the departmental level.

Right?

To Simon, for example, when you review a project that NIST or NOAA -- what are some of the challenges? Can you give us a flavor of that, and maybe we can try to problem solve.

MR. SZYKMAN: I'd be happy to talk about that, but I do want to mention that it almost sounds like we are talking about two different things. The TechStat process was focused on poorly performing or high-risk

types of projects, and what I thought I heard from Liz was also just look at those C priorities, and reprioritizing, sort of getting rid of the old to make way for the That inherently won't happen through the new. TechStat process if the TechStat is focused on high-risk and poor performance. So, it sounds like we might need some complementary process here where even if things are performing perfectly well, maybe they've outlived their utility, or maybe they're still useful but just not as important as some of the new things that we want to be able to do. And it sounds like there's just an inherently different type of process that might also be needed.

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MS. SMITH: Yes, I would be interested in -- the governance process is every project. It's not just the poor performing ones, because it's literally you have a pool of dollars and a pool of resources, and everything has to be evaluated,

because business needs change. So, nothing is secure until you exit the quarterly meeting and it's been reupped.

CHAIRMAN ZIENTS: We should --

MS. SMITH: Okay. What is your's

though?

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CHAIRMAN ZIENTS: Sorry, go ahead.

MR. SZYKMAN: One last thing from that, it does bring it back to the question that Vivek posed outward regarding this this issue of distributive or federated organizations without that much control,

because I can look across the Department and
perhaps identify some programs or projects

that are in my view for priority, but I don't

16 control the vast majority of them. So, it's

not -- I don't have the business span of

18 control to say well, that project in this

organization is not as important as this new

20 thing they want to do in this other

organization, and so we should free up the

22 resources to reinvest elsewhere.

It's very much -- there's a lot of local autonomy and local control over what money gets spent where.

MR. SALEM: Let me just give you a comment. One of the things that I worry about in our organization is we seem to have a lot of churning projects, meaning in fields I can start lots of things and things get reprioritized. I think at some point on the governance process that we're hearing from Shantanu and Liz is, you've got to be rigorous on what you pick, but once you pick, you've got to make a commitment, and they have got to be funded to completion. And if the projects are not going well, then that comes back to the project management.

But I worry about IT project churn, because if you don't have the resources allocated, and I like your STP, but that creates so much churn in efficiency, you've got to make commitments, and you've got to go for it, and you've got to get it done.

Now, you asked a question that I was wrestling with a little Vivek, which was why do we have committees that have no power?

And the question you want to ask yourself is, if that committee went away, what would not happen? So, if you go to each of these different committee groups that we've got, what is going to happen if they go away? And answer that question, and you'll make some progress. But I do worry about project churn.

CHAIRMAN ZIENTS: I want to make something clear as we do a Subcommittee, other Board members should feel free who aren't on that Subcommittee to ask questions and --

MR. BROWN: I'm not at that point.

CHAIRMAN ZIENTS: Please.

MR. BROWN: I'm not involved in the IT thing, but to bridge on Enrique's point, it's easier said than done. It's a massive thing. So, maybe you start -- you just discontinue a lot of what appear to be formalized legacy processes. And I wrote down

four things, sound the siren, use the power of the office, get the right people, control the calendar.

Sound the siren, use the power of the office, get the right people, control the calendar; the thought being, forget about the fragmentation, lack of control, inefficiency, the realities of all the imperfections of why it's so hard.

First things first. Sound the siren formally that says there's going to be a cradle to grave review of IT systems implementation of processes using the power of the office. Vivek, the Office of the President, whatever it is, so there's this clarion call regardless of whatever department you're in, hey, I heard this, there's top to bottom review. Sound the siren, use the power of the office. Forget the formal or structured committees, and have a prioritization ad hoc, informal, up-to-date, new, and have people regardless of what level

in the organization on a call.

And sometimes we kind of look to over-intensively process things or systematize, or let's buy software to look at a dashboard with green and red. Jump on a call weekly or biweekly, it could be 10, it could 15, it could be 30 people, have it very efficient driven by one person, and you go around and say Finance what's your top five, Science, what's your top five?

Even if it's sloppy, even if it's you're not prepared, the fact that there's a clarion call, and there's an operational control the calendar review process. So, I may know what I'm doing, or I may not, Liz may or may not, but she knows and I know there's a call on Monday, so there's a level of preparation. And that will -- even if it's informal, force the alignment within the agency. So even if a CIO doesn't have control of the whole agency or group and it's fragmented, he or she is forced to get

alignment with their business or agency
leaders, and the reason there's awareness of
that is because you sounded the siren.

So, it's a little bit of a -- it isn't business as usual. We're not going to incrementally cut \$11 million. We're not going to boot one out, but there's a more urgency, there's a significant level of urgency to drive efficiency and get government more upgraded from a technology standpoint.

It's an informal thing, and it sounds good,

I'm sure it's very hard to do, but that's what

I was thinking about.

MR. KUNDRA: That sounds like common sense. How do we implement it?

MR. LOCATIS: You know, it's really interesting. I came in recently to the federal government from state government and private sector, and immediately when I came in Deputy Secretary Poneman who is sitting right here, sounded the siren and said, "You will do a deep review of all of the IT systems within

the Department of Energy, and not in 90 days,
but within 45 days." And then he formed a -very much like your ITAC, Liz, we formed the
Information Management Governance Council with
Under Secretary representation so that we
could get our arms around this from the
highest level. And, actually, we've been
solving some problems.

We had a cyber incident recently.

We used the IMGC to bring together all the resources, and actually consolidate our fragmented incident -- Coordination Incident Command capabilities and got that consensus across all lines of business and moved it very, very quickly. So, these private sector capabilities, which I believe this was patterned after, really can work if you're empowered from the top of the department, and from the top of the U.S. Government.

CHAIRMAN ZIENTS: A lot of this is counsel to Dan, Tony, and David. So, I want to agree to -- probably in the next four or

five minutes switch to the other topic, but
I'd love to have the three of you give a sense
of how what you're hearing today could help
you, which will help inform our work.

DEP. SEC. PONEMAN: For me, and as Mike just said, the key thing, the resonance here is we insist that our Under Secretaries, which are our division leaders, we have Energy, Science, National Security, they have to own this through this Governance Council.

It's the ephemeral nature of what we do. You know, we're Presidential

Appointees, we're not in that long. We have budget cycles mandated by Congress, so we get herky-jerky funding, and I think I got a window, is how to take these processes and get them sort of woven in the fabric of the career people so that delivery back to them will be sufficient and attractive so they will stick with it after I am gone. And I think that's going to be the challenge.

And the last thing I'll say is that

we have done a lot of work, mainly because of the Recovery Act, a much deeper transparency. We used to have contractors reporting and everybody to the next level and to the next level each time producing two forms of distortion, intentional and unintentional. We have gone to a much flatter transparent structure so you can look down from the 7th floor down to the deck plate and see right That's very empowering to the career through. people, and I think that's how we're going to try to get our arms around this problem of having a marathon with a bunch of sprinters handing the baton off.

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DEP. SEC. MILLER: For us, I think part of the challenge is top down goal setting and linking it to your business, because I think the environment -- I think one of the challenges that we have, anyway, we're taught -- we're starting with a level of IT enablement that is, I would say on average, well below what you see in the private sector.

So, we're doing time sheets by hand. Right?

I mean, you're talking about wow, there's a

whole lot of things that just say well, that's

crazy, why are we doing that? So, there's

kind of this feeling that you could have a lot

more productivity and process improvement if

we had more IT tools deployed. But still the

vast majority of your IT spend it spent on

kind of your larger sister, maintenance.

Right?

So, the big thing is how do we keep even this not 21st century, necessarily, business process and IT infrastructure going, and at the same time in a more strategic way really try to bring a whole new level of productivity in IT.

And that's, I think, one of the challenges, is how do we actually set goals for how much of this spend should be allocated and in what buckets. How do you then get your political leadership, and your career leadership to really embrace that because, as

you said, the real issue with the business leadership and the change of management required, not the IT. And that's what I think has been some of our bottleneck.

So, in the interim you're kind of managing projects against the segments lines of business, but probably our biggest management challenge is really bring a vision for what are we really trying to accomplish, what are the top three priorities, and how are going to start shifting spend, and then we can drive our IT agenda to that.

And I think we struggle with that still right now. We're getting much, much better on the IT execution, once that's defined. But we struggle, which is really setting kind of what we think is going to be an optimal agenda.

CHAIRMAN ZIENTS: David.

DEP. SEC. HAYES: Just a couple of quick points. This is a terrific discussion, and very helpful to all of us. I want to thank

1 you for that.

I want to say Greg's comment really resonated with me. It is easy, and I imagine for even you guys, but certainly for us who are sitting on top of large federated distributed organizations to feel like we really don't have as much power as we do. If you call a meeting, Bruce Babbitt taught me this in the '90s when I was at the Department before, if you're interested in an issue, just call a meeting and start having regular meetings. And we are doing that, and people do realize okay, you're involved.

In our case, Secretary Salazar is very interested in this issue, wants to hear about it routinely, calls meetings. So, that's very helpful to get reinforced also that we don't have to be totally prepared and have long issue papers in anticipation of the meeting.

I would say the other -- two other things I'm taking out of this. One is, we

have a huge challenge in aligning IT with our business needs. And, Liz, your comments were very helpful in that regard. And there's been a sense that the IT world is its own little world. And we've had lots of fiefdoms and the IT folks, they're all their own technology experts. And Bernie has done a great job in terms of leadership of changing that.

Our IT folks now down through the organizations are really strategic enablers. They are not the decision makers on what hardware to use, what software to use. We've changed all the descriptions all the way down. We're trying to make it a much more central thing, but it's not just the centralization. It's really a shift in thinking about what the IT function is. It is not all the way through the place where these big decisions are made. It is an enabling part of the business operation. That's a huge transformation that we're trying to implement.

The final thing I'll say is, and

this goes to something that Jeff and Vivek talked about. And the question, why is it that now that these reviews are back in the Department we're not finding these huge high-risk projects?

I think that maybe it's not unhealthy. I think we are still -- and, Liz, your point about a lot of what we -- yes, we can get the big hit and kill those big, ugly projects. And, frankly, Vivek has done that very effectively. He's always welcome in our Department, but just as important is -- particularly in a time of shrinking budgets, is that second function of prioritizing among what you know you have to support.

And, actually, I think our budget constraints are helping us in that regard.

Everyone gets it in the federal government.

There's not going to be enough money. It's an opportunity for us really to make some of those decisions that in the past just got kicked down the road.

CHAIRMAN ZIENTS: Yes, the C

2 project.

3 DEP. SEC. HAYES: Yes.

4 CHAIRMAN ZIENTS: The PayGo, the C

5 projects.

observation on that? To your point, Tony, is that we struggled to get -- and I would say that the two organizations that I was involved in this on did not have the cutting edge technology systems. And we really struggled to get the head space from a resource and dollar standpoint to work on the future, because all of our resources were spent on legacy system patchwork, keeping the lights on.

So, we kind of made the bold step up, you know what, we're freezing all changes to legacy systems, and I bet the world will go on. And it did. You know, there were impassioned pleas about why you couldn't do that, you're going to bring the whole thing to

But once upon a time

MS. McGOVERN:

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I did live in a world where we did this, and it gives perfect clarity, because it forces your business leaders to work with IT, because there are two parts of this equation, the revenue and expense, or the savings and expense. And then you create a spreadsheet and just prioritize it by net present value, and draw a line when your budget is over. And everything below that line you can just put a big X through. So, this is a really powerful tool to get prioritization and clarity.

CHAIRMAN ZIENTS: Okay. Let me do this. Let's get the second topic out, and then let's get quick reaction to the second topic. I think this first topic is clearly rich, and we're going to keep driving on it to really get the lessons. And I think one of the things we'll need to do, there's a clear message that Deputy Secretaries and many -- everyone at this table already is, and many across government are spending more time here than we ever have before. We also have to

figure out, as Tony, you captured it, or Dan, or both of you, which is how do we make sure that it lives beyond just your tenure. So, that's a dual challenge. So, I think it's clear that this topic is worthy of a lot more exploration across the summer.

Let's get the second topic on the table for quick reaction.

MR. KUNDRA: Great. Sure, really quickly. This is a critical topic --

CHAIRMAN ZIENTS: We're on page 11.

MR. KUNDRA: -- for the federal government, on page 11, which is how we actually look at IT vendor performance management. The United States Government is the largest buyer of information technology. We spend \$80 billion every year, and we spent \$600 billion over the last decade. And the majority of the money is actually spent on vendors. It's not money that's spent on government employees, but it's outsourced systems, or higher consultants to come in and

1 build solutions for the federal government.

The challenge within the government is that they way we track performance, it's actually done by project managers, which creates disincentives because they want to see the project move forward. And billing and compliance is actually managed by another group within the federal government, which is the Contracting Officers.

And as we look into separation of payment and performance, it creates a huge divide on how these contracts are managed effectively. We also, unfortunately, from an IT service perspective have a very complex environment in terms of how we monitor and require very specific expertise that are lacking within the federal government in terms of the workforce itself.

The private sector, obviously, does it very differently. It starts with the fact that up front there's very heavy engagement with business partners, where in government

it's the opposite, where the government doesn't really engage with the potential vendors up front.

Secondly, there's a very rigorous process, and a lot of time is actually devoted up front to statements of work that are developed, and the performance goals are actually set up front rather than afterwards.

And, lastly, in terms of reviewing vendor performance, it's very healthy because it's in the private sector that we've seen.

Enrique is going to walk us through some of the great work that's been happening within his company.

MR. SALEM: Thanks, Vivek. So, you heard Shantanu say about having accountability from the business. This is really about how do you have accountability on the vendor side. That's the real question. You spend \$80 billion, how do you have accountability on the vendor side also?

So, what we looked at what was

through this process, this doesn't replace the project management that Vivek talked about, which is really about project execution, and it doesn't replace the role of procurement around negotiating the actual contract. This is actually the glue between those two groups that says how do we drive the accountability?

What we found was that throughout the process, there was always a lot of leakage, starting with spend management. You heard Danny talk about going back to the segment leaders and figuring out what is specifically already being done, and how do we get some leverage? Well, the idea is, you have to formalize the opportunity to do that.

The second thing is, when you look at different categories, project managers are not experts in those categories. They're trying to solve a specific problem. As you try to go do that, you end up with a lot of vendor fragmentation, so what you need is somebody saying if we do networking, if we do storage,

if we do applications, who are the vendors of choice? And you're really trying to get down to a smaller set of people that you work with.

Next point is, as you inform the contracting and negotiation, you want some level of consistency. You don't want each new contract to start over with are going to be the expectations for performance. And then you go through the procurement cycle, and then you consolidate the whole payment process.

If you look at our company, we spend about \$724 million a year, 700 different vendors, but we have 25 that we would consider strategic, that really fit into the heavy management of what we call the vendor management office.

So, let's take a look at the solution. If you go to Slide 13, the challenge has been clearly articulated by Vivek in the notion that you have inconsistent vendor performance. So, the question is, how do you improve vendor performance across the

board and get efficiency out of that \$80 billion?

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What we did is we decided to have a small central group, we're talking six people that are really looking after the 25 strategic vendors and driving a centralized review process that is not impeding or inhibiting the work done by the project managers, but it's making sure that the value is being realized, and the vendors are delivering.

Second point is, what we want to make sure is that there is a linkage between the business goal and what the vendor ultimately delivers. So, you need somebody who is paying attention to that throughout the process that has some level of objectivity, that isn't in the sprint, because inside of the marathon there are these little bursts that you have to go through. And when they get that heads down, they lose the visibility into is the vendor really performing.

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The other thing that you want to do, though, when you build this group, is you want to make sure they have some subject matter expertise. Look at our company, we work with AT&T and with Verizon. The person, the VMO who looks after telecom, they came from that industry. They understand the industry, they understand the inner workings of telecom, so then they can go back and say you know what I know how the system works. You're not delivering what you said, so it's important to have the folks in this area really be true experts with the folks that they're going to interact with.

What we see clear about this, consistent tracking of financial performance to the objectives that were originally set out. Two, you get the local IT project managers that are freed up to run the project, and are not as focused on the vendor side. Their goal is to meet the business control, the project manager's goal is to meet the

business control, and allow the VMO to make sure that the vendor is performing.

The other thing that we see is that it clearly allows us to bring the organization together. That's not procurement, and that's not the project management team.

And then, lastly, for us, which was very important, as a security company, we had a lot of people who buy and procure services, and they weren't thinking about the risk management aspect. We'd buy -- an example listed here is they'd go out and they'd buy a hosting service, but that hosting service hadn't been appropriately vetted. And now they created a potential security liability for the company.

So, what we've done is by working with the VMO who's going to go procure a service, we also have some risk management that's being done there to make sure that they're meeting some of the things that we feel are very important; in this case, for

example, that our systems are not going to be compromised.

A small group of people that are really focused on holding the vendors accountable for what they said they were going to do in the initial contracting process, separate from the actual day-to-day execution of the project.

CHAIRMAN ZIENTS: Let's get some reaction, I guess this would be primarily from your CIOs as to how different this is from what we do, and most importantly, how applicable are these kinds of best practices.

MR. SALEM: Bernie, do you want to talk about the Department of Interior's reaction?

MR. MAZER: Overwhelmingly positive in terms of representing it. What we look at it is, we look at IT, the way we are is we don't really have a classic value chain or the porter model where all of the supporting business processes are tightly integrated with

one another to produce whatever our social ROI

is. So, it's an extensive communications of,

you know, my procurement folks do this, while

my HR folks do this, while my labor relations

folks do this, or our solicitor's folks do

that.

It sounds like what you're talking about is a hybridization of skills that are necessary to oversee almost, you didn't use the architecture, which is in some quarters very refreshing, but it's a hybridization of skills that are looked at as to what it means in terms of the business needs.

So, we create the relationships there.

So, you bring up the thing of like someone from the telecom sector, is that a business analyst, or is that a box kicker that you brought in to look at that?

We have some issues where we have people that we're enamored with in the technology, and they haven't looked at the business purposes of what that technology is for. And we work constantly on no solutions,

1 no, look at what the needs are for.

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CHAIRMAN ZIENTS: I messed up,

Becky. I didn't see you. Please enter the

4 conversation as the Deputy of Commerce.

5 ACTING DEP. SEC. BLANK: Well, I

6 will say something on this topic, in

7 particular, which I think is really --

8 CHAIRMAN ZIENTS: Please.

9 ACTING DEP. SEC. BLANK: --

10 relevant to -- in many ways, I find a little

11 bit more -- the first conversation was

12 fascinating, but I feel like a very

distributed department, I have much more

14 limited ability to move resources and drive

15 priorities across the entire department. And

I can't move resources away from weather

17 | satellites into the Census Department. I just

18 don't have that spending flexibility.

19 Whereas, I can enforce constant

20 business practices across all of those

21 bureaus. And this is an area where,

22 particularly, the current budget situation

we're in I think has been incredibly useful to us, to give us in some sense a clarion call, something we could go out and say given the budget environment we're in, we have to change our business practices around vending, of which IT is a very, very important piece. It's such a large piece of our spend.

So, the question of how we deal effectively, more effectively, and more consistently with IT choices across the -- so that it saves you money, it lets you provide better expertise from your central acquisition department in terms of how it interacts with all the other groups.

I mean, this issue, in particular, is something I know our department is in the midst of, and one that I think we can make real progress on. And I just -- I find these comments terribly helpful in that sense.

CHAIRMAN ZIENTS: Reactions from other Board Members?

MR. NARAYEN: I think one point

that Enrique made was really important, which is who is managing the vendor? If it's the relationship manager managing the vendor over time it's very hard for them to be not biased, or feel like their own performance is going to be measured relative to the vendor's performance. So, I think that's a really important point to think about.

DEP. SEC. MILLER: The question for us, I mean, what struck me, is there an opportunity for us to set up a government-wide VMO through GSA, because boy, if you said boy, I'm going to have real expertise in managing overall telecom spend across all the agencies, if you looked at that budget, that kind of power and expertise, and understanding the variance of practices, the contracting mechanisms, and performance, it would be hugely valuable.

CHAIRMAN ZIENTS: So, do it by various spends.

DEP. SEC. MILLER: Yes, back to the

1 same, where you really get domain expertise. 2 You concentrate it, and then as an agency we'd welcome that. Right? 3 4 CHAIRMAN ZIENTS: Think about your 5 ROI in buying those services for GSA. I mean, 6 I assume it would need extraordinary terms. 7 DEP. SEC. MILLER: Yes. 8 CHAIRMAN ZIENTS: I mean, GSA could 9 set up that kind of expertise. 10 MR. NARAYEN: Just maybe one more. Do you realize how big a hammer an \$80 billion 11 12 IT spend --13 (Simultaneous speaking.) 14 MR. NARAYEN: \$80 billion. MS. LEE: And it would imply that 15 16 you have a first-rate IT system. That was my 17 first thought, after spending that much, why 18 is --

> CHAIRMAN ZIENTS: Yes, we're going through it, too. We spend a lot of money. MR. SALEM: I think what really

happens is you get leakage throughout the

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whole process, so by having a little higher level of control and accountability for the vendors, you actually will limit some of that leakage. I mean, you can spend a lot of money that would be used throughout the process. I agree, you can grab so much efficiency.

I mean, we have targets that the VMO drives, quite frankly, across the vendor community, because they're responsible for that vendor relationship, as Shantanu said.

MS. LEE: Is that possible, let me ask?

CHAIRMAN ZIENTS: Yes, it is, I believe, because I mean think about -- I mean, GSA is there with a set of services, agencies can purchase those services. If they have a kind of return, which I would imagine they could have pretty easily, especially given the state of affairs today.

Do you like that being at GSA, or do you like -- is that trying to create something that's too big, or too -- or would

you rather build those capabilities at the individual agencies?

MR. KINDLER: Last time we were here, I understood that there had been a decision made in the last several years to decentralize procurement. We had that conversation --

CHAIRMAN ZIENTS: Well, there was decentralization of a lot of procurement at GSA, but it's a -- and Scott and others, feel free to jump in, it's a voluntary basis. It's a market basis, so it's not a command and control.

MR. KINDLER: Well, that seems to be a policy decision that should be made involuntarily.

CHAIRMAN ZIENTS: Yes.

DEP. SEC. HAYES: Can I throw a -I mean, my instinct is it's not a good idea to
do it at GSA, frankly. I mean, our
organizations are all very, very large, and if
-- and we are trying to control them. If we

have to go outside to yet another organization
to get expertise that we can apply, it just
feels like --

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CHAIRMAN ZIENTS: That's --

DEP. SEC. HAYES: Yes. Plus, I -the thing that really strikes me here, Enrique, is the risk management piece. I mean, this is what we're finding, where it's bad enough when you're spending a lot of money and you're not getting a good result, but when you're actually increasing your risk, and you're finding you're in the middle of a software deal where you can't even use the data because you don't have the rights to it, and that kind of thing. I mean, that's the kind of thing that the close day-to-day manager may not be -- and I query whether you can out source that to GSA.

MR. SALEM: Can I make a comment, a quick reaction on the telecom.

MR. SALEM: One thing you may want to think about, though, is what services are

1 more, for lack of a better term, commodity.

(Simultaneous speaking.)

MR. KINDLER: You made exactly that point. This is something we struggle with, I think, all the time. There are strategic services that need to be kept within the, what we would call a business unit. And this very much goes to the discussion you and I were having yesterday, David, the same thing with hiring practices that really should not be centralized.

But I have to believe that within that \$80 billion spend, there are services that are really, whether we call them commodities or not, really don't require strategic decision making.

CHAIRMAN ZIENTS: We think that's about \$25 billion of it.

MR. KINDLER: And that really do not need the decision making at the decentralized level, and that great savings could be made.

MR. KUNDRA: Yes, you're absolutely right. I mean, I think that the area that we have, for example, is our networks. Right?

So, the various distributing networks we put out a multi-billion dollar contract, and the agency is already using GSA to migrate their network infrastructure on one mega contract.

And we just put out a \$2.5 billion procurement to move agencies into the Cloud.

So, you're absolutely right in terms of the commodity side. The challenge we've seen is, a lot of agencies drag their feet.

MR. KINDLER: But here's where, going back to Tony's point is, and actually picking up on Liz' point earlier, if you that on a market voluntary basis, then you are dependent on who decides to participate or not. If, on the other hand, you identify what those vendors are, and those services are that you just lay down the law and say those are going to be done centrally, period, and these

are not. You have some chance of achieving something in that group that Tony's postulating. But if you leave it to the market, I don't think you've got a chance of success, to Liz' point earlier.

CHAIRMAN ZIENTS: I think the VMO concept is a no-brainer, and we have to figure out -- we have to work across the summer to figure out how we institutionalize it, and make it work, and what's centralized, what's commodity, what's at the agency, but how do we stand this up?

MR. SALEM: One thing that also has to happen, Jeff, is who gets the benefit of using the shared service? So, if the department goes to the shared service and let's say that it was going to cost them X amount, and now by going through the centralized process it's less, the department has to realize that savings. I mean, they -
CHAIRMAN ZIENTS: They will.

MR. SALEM:

As long as they do,

then there's an incentive to do it. Because,
otherwise --

CHAIRMAN ZIENTS: Yes, that's how it works. Perfect timing. We've got to make sure it happens that way.

MR. LOCATIS: Even though it's much smaller scale, we've already pretty much moved to a shared services model along those lines.

CHAIRMAN ZIENTS: I think we've -Sam, did you want to say something?

MR. GILLILAND: Well, just one other observation on a VMO. It just seems to me important, and this links back to kind of Shantanu's comments about architectural consistency.

It would seem to me that most vendors that you work with want to build their own new platform. They have no interest in building on somebody else's, or building consistent with what somebody else has done.

And it seems important to me that there's some form of governance, probably at the CIO level,

that works in conjunction with a VMO to make sure that as you buy, as you procure, that it's done consistently, and consistent with whatever your vision is, the CIO's vision for architecture within the agency. And if you don't do that, everybody is going to build it, but there is no motivation for a vendor, and even little motivation for those that are working closely with the vendor to build consistent with an architectural vision that you set forth.

CHAIRMAN ZIENTS: I think this a very good conversation. I think it's confirmation that this group is on to two topics, and there's plenty of work to drive it home across the summer so that we have actionable items for November.

It's 10 after. We're close to being on schedule. Let's take a 10-minute break, a real 10-minute break, so at 10:20 we're going to switch to the SES topic.

There are restrooms outside. Thank you,

1 everybody. Thank you.

(Whereupon, the proceedings went off the record at 10:10 a.m., and went back on the record at 10:23 a.m.)

CHAIRMAN ZIENTS: I think, clearly, one of the most maybe shocking revelations of the first meeting was that all of us political folks aren't here for very long. And the end of the day, the people who really drive the efficiency, effectiveness, the customer service of government operations is not these folks who come and go every couple of years, but it's the 7,000 or so strong members of the SES. And we're, at best, maybe net neutral in the equation.

So, we thought it would be helpful to bring some of these folks, some of these leaders forward so you could get a better feel for who they are, what they do day-to-day, and ask them questions directly on what's working, what's not working, and how this group might be able to help accelerate some of their

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efforts to improve in a couple of areas.

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to Steven, who I think is going to be on page

So, with that, let me hand it over

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14. Is that right?

5 MR. BROCKELMAN: We can probably

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jump right in to page 15. So, just a quick

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refresher on the Senior Executive Service.

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This is a group of more than 7,000 senior

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executives that, basically, run the

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government's day-to-day operations. The vast

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majority of them are career executives.

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are the ones we're going to be focusing on, as

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opposed to the roughly 700 politically

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appointed SESs. These are folks with deep

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government experience, typical SES member,

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been in government about 25 years, even before

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they get to the SES, and then another 10 years

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of tenure in the Senior Executive Service.

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SES as kind of a mobile workforce, they don't

Despite the original vision for the

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actually move around a whole lot, at least not

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outside of their agency, only about 2 percent

in any given year switch jobs to another

agency. And then there's real concerns that

we're looking at the potential for an exodus

of SES members in the near future. Many of

them are eligible for retirement, or they're

just looking elsewhere because it's not a

particularly supportive time for federal

employees in terms of public environment. So,

it's a time of change, but maybe also an

opportunity to make some meaningful

improvements, so we're going to talk about

that.

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The bottom half of the page are the two areas of focus that the SES Subcommittee is proposing. As with the IT topic, we talked to a lot of individuals on the government side to understand the challenges. And we've also talked to all of the Subcommittee members, and their Chief Human Capital Officers to understand how the private sector approaches things.

So, you see in the boxes, the first

is the performance management of the SES. We listed some of the current challenges.

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There's actually more than 80 performance management systems, performance appraisal systems for the SES across the different agencies, so very little consistency to it.

They're not -- they don't tend to be grounded in any set of standardized leadership competencies, and there doesn't tend to be a realistic distribution of the performance ratings. Far too many are rated at the top end of the scale, and very, very few at the low end of the scale, but it's different in the private sector.

And then a second area of this is
Executive Development Programs. Now, here it
can vary quite a bit from agency to agency,
but what you generally see is either a lack of
resources for developing SES members, or even
when the resources are there, you see that
some SES members will defer that training,
that funding to employees in the lower grades

because they don't have the time or the flexibility to do the training themselves.

And then, finally, there's not really a comprehensive approach to development. You might get bits and pieces as an SES member, but it doesn't tend to be that coordinated or customized to the individual, so the benefits are probably sporadic as opposed to cumulative.

So, any thoughts on the topic selection? Any reactions, do those feel right?

CHAIRMAN ZIENTS: Let's dig in. I know you're going to do introductions of a bunch of folks, but everyone knows Seth Harris is our Deputy at Labor, and Scott Gould, our Deputy at VA. And then from my team at OMB, Katie, who has been working for the last year or so on this set of issues, so this is a great opportunity for us to accelerate some good work that's already going on. And she partners with Steve, who's at OPM on John

Berry's team, so the two of them are working on a PMC which, again, is the group of all the Deputies that get together frequently. That's one of our top initiatives, so we have some early traction here, but we look forward to this group really helping to move our stuff forward. Back to you, Steve.

MR. BROCKELMAN: So, we've gotten consistent feedback from all of you that it would be valuable to actually hear firsthand from some SES members, so that's what we've done today, is we've put together a panel consisting of SES members, as well as HR leaders in the agencies to talk about these two issues.

So, I'm actually going to turn it over to Katie to facilitate the discussion.

MS. MALAGUE: Thank you, Steve.

It's a delight to be with all of you today.

Thank you for engaging on this issue.

I will facilitate a discussion to learn a little bit more about those two

four federal executives with us who can share
more about their perspectives, and their
insights. Two of them have an agency or
department-wide perspective, they can share
that view from an HR standpoint. Two offer
more of a front line view. So, why don't we
begin with introductions of our panelists,
just name, agency, and your role. We'll start
with Denise and go down the line.

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DEP. ASST. SEC. WELLS: Good morning. I'm Denise Wells, and I'm the Chief Human Capital Officer for the Department of Health and Human Services. We have about 90,000 employees providing health care and scientific program management, and health care support across America. We have approximately 500 executives, and I'm looking forward to the discussion today.

CHAIRMAN ZIENTS: And how long have you been in your position?

DEP. ASST. SEC. WELLS: Eighteen

And before that?

1 months.

DEP. ASST. SEC. WELLS: Before that

I was the Executive Officer for the Office of
the Secretary. I worked for Department of
Defense, Department of Commerce, and Health
and Human Services to assist them in moving
the Medicare Appeals function from the Social
Security Administration into the agency. So,
after I finished that, they asked me to take
a look at HR, so I'm working with them to
transform HR and our Senior Executive
Services.

CHAIRMAN ZIENTS:

DEP. ASST. SEC. KLUH: Good
morning. I'm Chris Kluh. I'm the Deputy
Assistant Secretary for Corporate Senior
Executive Management in Veterans Affairs.
Veterans Affairs is one of the few agencies
that has actually centralized SES management,
so my office provides full life cycle
management for SES. And we believe firmly that
that's the way to do it.

At my office, we report to the senior leadership, and we have 400 executives, 400 SES, and 100 SES equivalents, Title 38 working in health care.

Prior to -- well, the office stood up about a year and a half ago. The new Secretary, when our new Secretary arrived he wanted to have visibility of all of his senior executives, so he stood up a corporate SES office.

Prior to working in VA, I worked in Army as the Director of Corporate SES Office.

And in Defense, they started to look at a corporate approach, so I worked there for three years, and we did a lot of the things that needed to be done with regard to a corporate focus. And then that started getting legs in all of DOD, and there's now a Program Executive Office in DOD that drives corporate management.

It's tough, it's real tough to take away from the previous owners what they

perceive to be their ownership of executive management. Very tough challenge, but thanks to the leadership in VA we're making a lot of progress.

MS. MURPHY: I'm Cathy Murphy. I'm the Regional Solicitor in Region 3, which is located in Philadelphia for the Department of Labor. My office is one of eight regional litigation and legal services offices that serve all the DOL agency staff in the field.

In my region, our primary client agency, if you will, at this time is the Mine Safety and Health Administration, but our attorneys handle all DOL-related statutes at the trial level. So, this could be Fair Labor Standards Act, OSHA, ERISA, these are all statutes that everybody here is familiar with.

I am a 30+-year employee. I worked my way up through the ranks, as they say. I went to law school specifically because I wanted to be in public service. And I was fortunate to have a series of mentors and

1 supervisors along the way who recognized that 2 I had ambition to do more than be in the courtroom, which I loved, and never there now. 3 So, I have a branch office in Arlington, 4 5 Virginia, so I have some remote office 6 management challenges, as well. But I'm very 7 excited about being here today to talk to you 8 about senior executive development.

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Lebryk, Commissioner of the Financial

Management Service at Department of Treasury.

We're a bureau of around 2,000 employees with

a budget over \$1.2 billion. We're responsible

for making over 1 billion payments a year to

American taxpayers and beneficiaries, about 80

million a month.

We're responsible for collecting the revenues of the government. We collected last year close to \$3 trillion from revenues.

And we're responsible for reporting the government-wide activity for the government.

And, finally, we do centralized debt

collection services for the government. Last year we collected about \$5.5 billion in delinquent debt, over half of which, nearly half of which was delinquent child support.

So, while we may sound like a

little bit of a sleepy organization, what we think we do is very important. Three of the functions are part of the National Critical Infrastructure, and we have offices in five cities in the country.

Prior to working at FMS, I worked another Bureau of Treasury, the Mint, where I was a senior career official, and I spent probably 10 or so years at Mint and Treasury in policy positions.

CHAIRMAN ZIENTS: How long have you each been SES? Cathy?

MS. MURPHY: Since June of 2000.

CHAIRMAN ZIENTS: Okay.

COMMISSIONER LEBRYK: Fifteen

21 years.

22 CHAIRMAN ZIENTS: Okay. How many

1 SES people are in Treasury?

2 COMMISSIONER LEBRYK: Probably

3 about 250, most at the IRS.

4 MR. KINDLER: The IRS is about 90

5 percent of the employees.

6 COMMISSIONER LEBRYK: Yes.

7 Correct.

8 DEP. ASST. SEC. KLUH: Fourteen

9 months.

10 CHAIRMAN ZIENTS: Congratulations.

11 DEP. ASST. SEC. KLUH: Thank you.

DEP. ASST. SEC. WELLS: Nine years.

MR. KINDLER: Could I inquire, you

mentioned SES equivalent. Could you explain

15 | what that means?

DEP. ASST. SEC. KLUH: In VA, in

17 Veterans Affairs we have a special hiring

authority. It's called -- it's Title 38, and

we can non-competitively hire individuals who

20 provide health care support. That's because

of the difficulty of hiring in the health care

22 field.

1 MR. KINDLER: What do you mean by 2 non-competitive hire?

DEP. ASST. SEC. KLUH: Normally,
when we hire a senior executive into
government, it's a pretty cumbersome process.

It's all based on merit principles and
rightfully so, but it can be very time
consuming. With Title 38 non-competitive
authority, we can actually reach out and bring
somebody on board without having to go through
the merit principle procedures.

CHAIRMAN ZIENTS: Do you have compensation flexibility in that?

DEP. ASST. SEC. KLUH: We do. It's generally -- unless it's a physician or dentist, it's generally connected to the Senior Executive Service pay, and we do have flexibility.

MR. KINDLER: Is that unique to your department? The reason I'm asking, I had a conversation with David and others last night that reflects on the cumbersomeness of

the normal process, so I'm wondering how
common this ability is to hire outside the
process.

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DEP. ASST. SEC. KLUH: HHS has it,
Defense has it. And in addition to health
care direct hiring authority, there are other
kinds of direct hiring authority. FAA,
Federal Aviation Administration can hire
executive equivalent, and they can pay I think
actually even more than what we can pay for
Senior Executive Service. So, if there's a
critical need and we have difficulty hiring,
Congress will give special authority.

MR. KINDLER: Thank you.

DEP. ASSOC. DIR. SHIH: That's a good question, and there are alternative pay systems under which there are individuals serving at executive levels, but they're not in the actual SES that was created by the Civil Service Reform Act of 1978. ODNI is one example.

CHAIRMAN ZIENTS: So, Kate, with a

goal of opening up quickly to the group, do you want to get us --

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MS. MALAGUE: Yes. I had a number of questions. We'd also welcome your questions as we go. I'll begin with Performance Management, and about midway through we'll pivot to Executive Development so we can cover both.

Why don't we start with Denise, with your view as an HR leader at HHS, or give an agency-wide perspective. Could you tell us a bit about the challenges you see in Performance Management?

DEP. ASST. SEC. WELLS: Similar to the comments you made at the beginning, when I came into the position we found that most of the SESs were always ranked at the higher end of the tiers, for the higher end of the bonuses.

At the time, we had a four-tier

Performance Management structure. This past

year we did convert over to a five-tier

structure to try and get more distinctions

there. We increased training across all of

our senior leaders on performance management,

and engaging in the feedback discussions early

on.

For those of you that are familiar with government, traditionally there is -you're put on the plan at the beginning of he fiscal year. You have a midyear performance meeting, feedback meeting, and then you have the appraisal at the end of the year.

We want to start with we're having the conversations on a regular basis so that we can get the distinguished distinctions in the ratings at the end. So, that was one of the significant challenges, the rating and consequence of the ratings.

MR. SOLSO: Do the employees know how they're rated?

DEP. ASST. SEC. WELLS: Yes.

MR. KINDLER: When you say "how,"

22 meaning?

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MR. SOLSO: Well, year one meaning 1 2 high, are you told that, if you're rated low 3 are you told that --4 MR. KINDLER: Yes. 5 MR. SOLSO: -- so people know how they stand. 6 7 DEP. ASST. SEC. WELLS: Yes. Αt 8 the beginning of the performance period the 9 executive and the supervisor both sign off on 10 the elements within the plan. They also sign off on the midyear discussions and any 11 12 narratives that are provided at that time. And then at the end they have to sign off on 13 14 the final rating before it goes to --15 CHAIRMAN ZIENTS: We do have 16 agencies, I don't know how yours stack up, but where 80 to 90 percent of the folks are in the 17 18 highest category. And then the remainder is -19 20 (Off mic comment.) 21 CHAIRMAN ZIENTS: No. And, in 22 fact, where the remainder are probably in the

second highest category. Now, there are other
agencies where it's much more of a
distribution.

MS. MALAGUE: And what do we think causes that?

DEP. ASST. SEC. KLUH: Our leadership, I believe, leadership, doing the work it should be doing. In VA last year, 37 percent of our executives were rated top block. That was a significant reduction from previous years, from 2008. It's all about leadership driving that.

MR. KINDLER: What are the -- I

learned a little bit more about this

yesterday, too. The consequences of being

rated different, your levers are limited.

Correct? In other words, you have some

discretion over the bonus, but what is the

difference between rated high and low? What

are the consequences of that?

DEP. ASST. SEC. KLUH: I think the answer to that is it depends. It depends on

1 whether you have a performance management 2 system that's part of your life cycle management for executives, or whether it's a 3 standalone, and perhaps a meaningless tool 4 5 other than the payout. And the payout is 6 significant, but I think it really depends on 7 what you do with the --8 MR. KINDLER: But the payout is 9 significant? There's a meaningful difference 10 financially between being rated high and being rated low? 11 12 DEP. ASST. SEC. KLUH: Not this year there won't be, I don't think. 13 14 MR. KINDLER: But, normally, there is? 15 16

DEP. ASST. SEC. KLUH: Yes.

MR. KINDLER: I thought that variable pay was quite limited, that the bonus opportunity is quite limited.

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DEP. ASST. SEC. KLUH: Well, I guess that depends on how we define It could range from zero dollars meaningful.

1	CHAIRMAN	ZIENTS:	Yes.

MR. KINDLER: And then there's what happens to people that aren't -- the consequence of being rated --

CHAIRMAN ZIENTS: Very few people are rated truly poorly.

MR. KINDLER: Right.

CHAIRMAN ZIENTS: But you would have no bonus. So, at OMB where we have about 60 SES, there's been a history, it's not just under our watch, a really differentiating talent, so only about 40 percent get the high rating. And those 40 percent get bonuses, and no one else gets a bonus at all.

CHAIRMAN ZIENTS: It's zero sum.

But that's unusual. And, again, VA has made

huge progress, a typical agency. And Seth, I

think you inherited -- what were your numbers?

DEP. SEC. HARRIS: In 2010, we were

MR. KINDLER: So, is it zero sum?

DEP. SEC. HARRIS: In 2010, we were over 90 percent getting in the top two ratings, and through education, cajoling, and

ferocious pressure we were able to bring that back to 87 percent.

(Laughter.)

CHAIRMAN ZIENTS: And, Seth, even within that 87 percent there's very little differentiation on bonuses.

DEP. SEC. HARRIS: On bonuses, well, there has been -- the highest bonuses, we think we're going to go up to 20%. It's the exceptional case that it went that high. But you could have a 5, 6, 7,000 dollar bonus range between the highly effective and the outstanding, those are our top two ratings.

But let me just say, I don't think the money is the principal -- Cathy, you can tell me what you think. The money is not a principal concern. Overwhelmingly, our staff -- our SES guys told us that they would happily give up the money, what they care about is the rating. There is a pride factor, a shame factor, and a pride factor among our employees that I think is the most powerful

tool, at least at my organization it's by far the most powerful tool we have. And we've gone actually in a different direction from HHS. We've gone from five down to four, so that we're able to encourage folks into a lower but still satisfactory rating category. And we're now pushing folks towards effective being a good quality rating, even if it doesn't come accompanied by a bonus. So, there's a need for a lot of culture change around that shame/pride mix.

MS. MURPHY: Seth has really identified a really important issue for my organization. I don't rate SES people. I rate mid-level managers. But I will tell you that lawyers who decide to take themselves out of the market purposefully and to depress their wages over their lifetime do that because they have a motivation that comes from a place where they want to make societal change. They want to accomplish things on behalf of the entire country, and there's no price on that.

But if you don't have financial rewards, then what you're staff tends to do is, as you say, pin their hopes on what their rating is going to be. It has a value to them. And if we don't get people into government who are thinking like that, we're going to have a serious problem over the next two years.

You're already going to have a brain drain, and you want people in government who are motivated by the intangible of my boss thinks I have done an excellent job this year.

MS. SMITH: The challenge of that, though, is not only just -- this is all -- if 90 percent of the people that got rated is really a meaningless rating.

MS. LEE: And if it means so much to the folks that are getting rated --

MS. SMITH: High performers.

MS. LEE: -- why doesn't it mean that much to the person that's rating them?

Because they're not making any distinction.

MS. MURPHY: I will say that the number looks really high. I'm having a little -- at least in my organization now, I'm talking about people who are all attorneys, so I have sort of a narrow look at this. But I understand the idea that there needs to be distinctions made. And I think where the morale issue comes in, is where one SES person knows that the other SES person who's gotten the outstanding is not performing. And that their boss is not doing the heavy lifting. is not about the numbers. I really have a hard time with the idea of a direct connection between that number, so you have to depress the number.

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It's not a college class. It's not an issue of getting people on a curve. The real issue is actually giving specific performance feedback to people who need it all year long, and making those people take ownership of their careers, and not expecting — and knowing by the time you get to that

rating you should pretty much know what you're going to be rated. You should have had conversations with your boss all year long, and it should not be a surprise to you.

CHAIRMAN ZIENTS: Yes, just to throw this into the mix, because we're very focused on ratings. I mean, I was shocked when I came in that many of the SES at OMB, which again has had an emphasis on this, write their own performance reviews, and then their managers sign off. So, I mean, there is not a culture of feedback, honest messages, at least not at OMB, and I think there's some of that across government.

DEP. ASST. SEC. KLUH: And I think that's critical. So, in VA we're looking at re-engineering our entire system, and rather than have a fully successful which has a very horrible connotation in VA, we're thinking about calling it commendable. But it's also, if an executive for five, six years has been rated top block, and all of a sudden they drop

down, it's also the culture that's driving this.

And sometimes, my experience has been, sometimes it's not the tool that you use, but how you administer it. So, just rolling out a new performance management system gives you a clean slate, and to start fresh, and to start doing the kind of communication and heavy lifting that's required.

MS. McGOVERN: I was just going to say that there's kind of this feeling around the table that 87 percent, or 90 percent is a bad thing. And I'm just going to be a little provocative and throw something else out.

That could either be indicative of the fact that people have a difficult time having challenging conversations, they don't want to go through it, they're writing their own appraisals. It's just a pro forma exercise.

But it could also be indicative of the fact that to make SES, you have gone through a lot

of hoops. And just the law of large numbers, you have to be pretty exceptional to have been an SES. And it is possible, I would argue, that 87 percent of the people are exceptional.

Now, if it's because we're lazy, or we're not differentiating, or there's an equity problem, which is the worst of all this, you know, somebody is an easy grader, somebody is a hard grader, then there is a problem that needs to be solved. But it could just be that with all those crazy hoops you put people through to be able to get promoted, that it's weeding out --

MR. SALEM: In any given year, I guess, we do this all the time. Any given year, people perform at different levels. And it could be the project they had, so I think it's hard for me to see that 87 percent all performed great, because that would be an exceptional year. And I can see it maybe happening in a year, maybe the group just did so darned well, but I can't see it year in and

year out, because inside of every year there will be really good performers, some people who didn't do quite as well, and some people who, quite frankly --

CHAIRMAN ZIENTS: At 87 percent, does that mean you are the higher end. There are other agencies that are 30 or 40 percent, so if nothing else, we have differentiation across --

MS. McGOVERN: But it could be that we're not setting the bar --

 $\label{eq:ms.malague:} \mbox{ It could be as simple} \\ \mbox{as that.}$ 

MR. KINDLER: The question underlying these comments is, is there a liner around what the basis of appraisal is? So, you can be appraising many different things. Are you appraising the general quality of the person's performance this year? Are you agreeing on what the objectives for the year are?

So, for example, in a business

setting you will have objective setting at the beginning of the year, to Enrique's point, you did or did not achieve those objectives. And sometimes you do, and sometimes you don't. It doesn't mean that, going back to Gail's point, you may well have achieved that position because of your hard work and your success in the past, but at the beginning of this year certain objectives were set. You did or didn't achieve them.

So, the question is -- and I'd like to just connect this to the earlier discussion. My attraction to this subject matter in the first place was it has struck me from the beginning that the SES is the key leverage point for everything you want to do in government. And it's not just a question of improving performance objectives, and development, and everything else. It's that these are the people that run the government year in and year out. They're highly qualified, hardworking, terrific people.

I was very struck by Catherine's comments, because she seems to embody that spirit. And I'm taken by the point of not being motivated by money. But there are also the people through whom anything you want to get done, the IT discussion we had earlier, are the people we want to get done. So, connect this to the earlier conversation.

objectives, then at the beginning of the year one of the things that is said, and I'm thinking about Enrique's point, is this year one of the things I want from this particular group of SES is to roll out whatever it is we want to do on IT. And at the end of the year, you either did it, or you didn't do it, and it affects your rating.

So, to me, going back to Gail's point, the key question is have we set the objectives by which we're judging the performance appraisal? And it's not a function of are you a good, talent,

hardworking person, do we like you? That may enter into it, but you can be outstanding this year and not outstanding next year. So, the question is, are we utilizing the performance appraisal system to achieve the objectives of the organization, or are we using the performance appraisal system simply to assess whether these are good people?

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MS. MURPHY: I wonder if Dave was really on to something with this, because one of the things that I tell my mid-level managers is, obviously, I value them all, and think they're all terrific, and they are. when I'm looking at their ratings and they know this, when I'm looking at how they're doing throughout the year, I'm -- my outstanding, my exemplariness are the ones whose reach spreads beyond my region. making the department better? Are you making the government better? And it's like the pebble in the pond. How far are the concentric rings spreading out because of your

1 actions?

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And I -- that's how I think SES

people ought to understand. We get

communications all the time, I know exactly

what my standards are, I know exactly what OPM

requires of me. It's on their website. My

mid-level managers know what to aspire to,

because that -- but then that's not enough to

be exemplary. And that's how I think SES

people ought to look at it. How far is my

reach going?

GHAIRMAN ZIENTS: Steve, could you give a -- because we have to be careful because we picked leading edge folks at this table. I want to take Jeff's observation around setting objectives and then measuring throughout the year, ultimately with the final rating against those objectives. How often does that happen across the --

DEP. ASSOC. DIR. SHIH: Yes, my office is responsible for all SES policy, product services, and oversight, among other

things. What we do is we got consistency and standardization through a certification process, first an approval of the initial system design, and then a recurring one to two-year certification cycle.

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So, I think the answer is exactly what we've said, it varies among agencies. Some agencies are doing a very good job with the implementation, setting objectives, setting program commitments, really emphasizing what's going to be required to achieve certain distinct levels of performance, having regular communication and then communicating the ratings at the end of the year, which are then tied in a pay-forperformance standard, theoretically, to pay not in a two-year salary freeze cycle, but theoretically to pay, and then also to bonuses, which are awards.

CHAIRMAN ZIENTS: And roughly, is that half, a quarter, three-quarters?

DEP. ASSOC. DIR. SHIH: I can't

quantify it off the top of my head. think the other point that I would raise to your point, Jeff, and I appreciate you bringing me into this, and to your point, Jeff, is that your earlier conversation -- and what struck me about it also was the viewpoint in terms of standardization and centralization versus decentralization and control flexibility. And I think that's one of the questions that I'm hearing raised here, as well, whether it makes more sense to drive consistency across the government in terms of how the systems look, and how they're implemented, ultimately. And I think that's a key question, and I really appreciate --MR. SOLSO: I mean, to me, and this goes back to the other conversation, is that you've got the senior management moving in and

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And most of the projects were performed at the management system, in this case are long-term.

out every two years. Okay? And then you've

got this other people where stuff gets done.

So, if you've got all the turnover at the top,
and each time somebody new comes in and they
change their priorities, or they have a
different goal in terms of performance
management, you don't get any consistency.
So, that --

DEP. ASSOC. DIR. SHIH: On that point, not only is there a lack of continuity with respect to the strategic priorities, but oftentimes there's a lack of community in terms of the strategic priority of the performance management --

MR. SOLSO: But see that, to me, argues for more centralization, and more standardization. Okay? Because that's where you get the power of not having to change it every two years.

The other thing on this performance management, if your problem is overrating, then some kind of forced distribution gets -- it's not popular, managers don't like it. My view is the reason people get rated, everybody

gets rated highest because it's conflict management. It's very difficult. It's very difficult to tell somebody they're doing a lousy job.

make one point. I think the ratings are very important, but I also think there's an awful lot of time spent on the performance management process. And I'm not sure it's getting us what -- where it's supposed to get us, which is, I think, competent organizations led by competent leaders who understand what they're supposed to be doing, they're held accountable, and they're rated accordingly. So, I think there's a bigger issue here, too, in addition to the distribution of the ratings.

MR. NARAYEN: I'll make one comment, and then I'm wondering whether we're framing this question slightly wrong. The comment that I'd make is, all of us like to see ourselves rated as one of the better

places to work in the private sector. And virtually every year, one of the criteria for when we get rated not as high as we want is if people perceive, especially the strong performers, that there isn't effective performance management. And that they're carrying the weight for others, so I'll share that.

The question really is performance management is a means to an end. Right? And I know we're spending a lot of time on performance management. It's all about are you growing these folks' careers? How do you differentiate it? And I'm not hearing -- I mean, it's what percentage, I would ask, of SES folks eventually get to be the Secretaries, the Deputy Secretaries?

If there's not a way for them to outgrow what -- and these are all excellent people. The question is, where's the carrot also? And I'm not sure we're spending enough time on where the carrot is in the career

1 development for this.

CHAIRMAN ZIENTS: You can progress in the SES. You don't have to, necessarily, jump to the dark political side.

(Laughter.)

CHAIRMAN ZIENTS: Right? You can take on more responsibility within your SES career, so I don't -- we don't want to take a Secretary, Deputy Secretary, or the political side is the ultimate career path.

MR. NARAYEN: But we rate and rank a lot so that we can provide opportunities -CHAIRMAN ZIENTS: Yes.

MR. NARAYEN: -- for the people who are doing exceedingly well. And we sort of --

MR. SALEM: I think the other thing we introduced that has made a huge difference, especially if there is a career path, to your point, is we went to a performance potential matrix, so you actually -- which I think is also a huge value.

MR. GILLILAND: Nine box.

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MR. SALEM: Yes, the nine box

MR. KINDLER: One of the things I'm

So, I come back to the notion that

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2 models. You've probably seen it.

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hearing here, though, that we have to be very

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careful about is that we're -- we need to be

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careful not to assume that motivations are the

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same. And this is the thing that Catherine I

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think is being very articulate about, that

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motivations for SES people are the same as in

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the private sector, and that we attribute the

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same kind of ambitions and motivations.

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performance appraisal and development have to

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work together without a doubt, and that's why

we have both topics here. But, to me, the

opportunity, especially going to Tim's point

about the duration of the SES as opposed to

the political appointees, is for the political

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four-year window to try to achieve something,

for example, in the IT world, is to set -- I

appointees, if they have a two, or three, or

was talking to David yesterday, and saying

Secretary Salazar had five things he wanted to do in the four years he was here included in the objectives of the SES in his department, and measure their performance, at least in part. Competency and skills are obviously part of it, as well, but that's a point of leverage that allows you to assess, and reward, and make it part of the development whether or not those goals are being achieved in the time you have allowed in office. And that, I think, is a great means for achieving the things that need to be achieved.

And that's part of what a performance appraisal tool is designed to do. And it means that one year you can get an outstanding, next year you don't.

MR. BROWN: So, just to take a step back. My observation is five steps, four steps, the tool. Tools and processes are not a substitute for leadership and management, so forget the tools for a minute.

The second is the notion of forced

distribution or the legality of it. Forget
that. There are three things that I think you
should incorporate in your performance
management. One is results, deliverables, the
other is leadership behaviors, and the third
is relative contribution.

So, if you're doing those three things, results, I have objectives, or maybe I didn't cover them up front, but later on in the year you delivered X, Y, and Z regardless of your function.

The second and the more important one is the values and the behaviors. So, we all have people who can move the needle, hit the gas pedal but they break glass, or they're abusive, or they're not a team player. You've got to introduce that component in performance management, not just results.

And then the third element is relativity. So, you're all wonderful, you're great. I have eight attorneys, you really are, but on a relative contribution, and it

doesn't even have to be legally forced, but the conversation needs to occur, and the notion of relative contribution -- now, you don't want to be divisive.

I think those are the three key elements. At the end of the day to implement that regardless of the tool, you need a boss who knows their people so they don't have an errant ranking. You need candid communications, and I think it should be frequent and informal. Don't be susceptible to the planning cycle of in December I have to do 14 reviews. Interactively, spontaneously, situationally say that's awesome, that's something you should work on. It's this, we look at the process, and I'll speak -- is this in the public domain? Okay, never mind.

(Laughter.)

MR. BROWN: So, there are certain companies I've worked at where we look diligently at the tool, said no it should be - let's go to five, let's go to -- let's do --

it's not the tool. It's the leader. And it's all about leadership and communication, and you've got to have three things, results, leadership behaviors, and relative contribution.

You've got to get the what nailed.

You can standardize, I do agree with you, you
can standardize on that tool. That's what's
missing. And it's not that hard.

DEP. ASST. SEC. WELLS: We have within our program, though, a result section. For example, in my performance plan there are five elements with deliverables and results. And then we also have an element that's just on executive leadership, and just on management, so we're hitting there.

MR. BROWN: Nice work.

DEP. ASST. SEC. WELLS: Where we're on but we're not having enough of the spontaneous communication, they're relying too much on the formal time line that it's May, it's time for mid-year, but you didn't tell

the person you completely blew that meeting last week, or the program is way off, so that's --

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MR. BROWN: Performance ratings should never be a surprise.

DEP. ASST. SEC. WELLS: That's what we're counting. Too, we're also struggling with, we have certain SESers who run large operational centers where it's easy to count the widgets, the quality there, the lead time there, customer satisfaction. But put those large policy programs with a broad scope but they say, Denise, I don't manage a widget. You want me to roll out a program that reduced teen pregnancy, and I rolled it out across all the states, but the percentages didn't go You know, how -- so, I'm open to down. feedback on that because we're still struggling there.

Also, on the litigation side, our attorneys, I don't count widgets, Denise. How can we revamp my plan so it's more meaningful?

weaknesses.

MS. McGOVERN: I would argue that even in those fuzzier situations, that the leaders know innately if the person had a good performance or not. And just to echo Greg's words, I think this is about training the organization to have difficult conversations. And that, I think, can be mandated. I know this sounds crazy, but you just tell your managers that every appraisal has to include three strengths, three weaknesses, and that no one gets away with not having three

And the other mandate is at the end of the appraisal, you ask the employee are you shocked and surprised, or did you expect this? And if they say shocked and surprised, that's a bit of a signal that they haven't been sharing the strengths and the weaknesses. But I think that there are probably more jobs that are not quantifiable from a results perspective than there are that are quantifiable, but the leaders know.

MS. MALAGUE: It's all about the communication. I also want to jump back to a point, Tim, that you made on -- with the political rotating. Out of our 500 SESs, probably only about 150 report to politicals who are in and out. The majority of our SESers report to other career SESers, so some of these longstanding problems go back to where they've had the same supervisor who hasn't been providing the -- they haven't been having the hard conversation for two or three years. And that's why --

MR. SALEM: I have one really quick point.

CHAIRMAN ZIENTS: Please.

MR. SALEM: There's one thing that I've kind of taken just a step back, do the people at the top believe performance management is critical? Because when Shantanu started the IT topic, he said where we come from, IT guys' productivity is critical. And I'm not just saying this group, I'm saying is

there a visceral notion that we're only successful if we have great performance management?

I've been in many large Fortune 500 companies who the people at the top, that's not, necessarily, their priority going in.

CHAIRMAN ZIENTS: Let me ask Scott to come into the conversation, because you did -- you've also served in government at periods of time. Give us sort of lay of the land on that question.

DEP. SEC. GOULD: My initial reaction would be it depends, and it is the critical element. Unless you have senior leadership committed to this notion, it doesn't -- the rest of it is all -- it devolves into tools, and process, and quotas, and it doesn't work.

MR. SALEM: So, you've got to change that. See, I think --

21 CHAIRMAN ZIENTS: But, Scott, if 22 you had to say historically across government,

1 is it spotty, is it --

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DEP. SEC. GOULD: Oh, I'd say

3 generally we have not gotten --

could jump in on one question on what's happened in performance management in the government over the last 20 years. There have been some very good developments, many of the points that you're raising. For example, now the 360 evaluation is required for all our executives, and we've gone through that process in Treasury. It's been a very positive process.

Coaching has becoming more prevalent. We use coaching in our organization, and require new SESers to have a coach for at least a year.

Managerial training is becoming a key thing, which has now been legislated.

We've been doing that for a number of years at FMS, but the reason I mention this is that you have very good leaders in the organization who

don't understand what it means to be a manager.

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Now, there's issues about what it means to be a leader, but there's also issues about what it means to be a manager. And the government where we're very rule-bound, I'm sure most of your corporations you have rules, as well, you need to understand those rules. You need to understand what EEO is, you need to understand what performance management is, how to conduct a performance evaluation, how to rate someone, how to do performance measures. So, I think over the years those things have gotten better within government and have moved along.

I would say within our organization, I would agree with most everyone with respect to inflation. We have had those tough conversations where we told people in advance they're not doing well, and they've left the organization. In the last year we've had four people retire or do that, so that the

evaluation didn't end up in a negative area.

We gave a cuing on that, which I think is very

important.

So, there's things you can do to make this work better. And a lot of this is really about the feedback that you're giving.

And I know you're saying that the tough conversations are -- particularly, we had a person who received a Presidential Rank Award two years ago, and was doing a fabulous job, but his organization changed and he didn't.

And, as a result, he was an extremely good performer at that life cycle in his organization. He was not a good performer when it came to the new life cycle in his organization, he struggled.

So, when we're looking at sort of proficiencies within government, I'd say change of leadership is a huge proficiency that's right now. We talk a lot about different things, about business acumen, and collaboration, and employee satisfaction, but

we know in our organization where we failed is when we haven't had good change leadership.

Decisions have been good, it's not a matter of resources, it's not a matter of this isn't a bad decisions, it's been about do our leaders understand what it means to lead that change and be successful.

CHAIRMAN ZIENTS: Debra, and then let's --

MS. LEE: That's what I was going to try to do, because I think part of the issue, and one of the things I had to learn as a manager over time was that it's not just about telling someone at the end of the year whether you're good or bad. It's about development, and it's about taking the long-term marathon view that in most cases you want people to do well, and you want them to develop. It's not about gee, I've got to fire this person this year.

And if you look at it as it's either they're great, or they're bad, you're

never going to be a good manager. You have to let people know what their issues are, and give them time to develop. And I think that's why the development part is so important as we talk about coaching, or 360 reviews, what kind of feedback are people getting? Because if you don't give people that, then you just have someone who implodes, and then the question is how do you get them out of the organization.

And I understand in government that's very difficult.

MS. MALAGUE: That's a perfect --

MS. LEE: Okay. Great.

MS. MALAGUE: Why don't we start with Cathy. Can you compare some of the experiences you had in terms of development opportunities leading up to your executive role, and then how that compares to the kinds of opportunities you've had --

MS. MURPHY: Well, leading up to my executive role, I mean, as a mid-level manager, I had basic departmental training as

I was assuming positions of greater responsibility. And we all have standard courses on how to supervise people, and coach people, how to understand the federal system. And I had a little bit of an advantage, because as the lawyers within the department, we represented the department in defensive actions in EEO, and before the Merit Systems Protection Board. I knew the personnel system, that side of it inside and out, and I knew -- I saw firsthand what the consequences were for managers who did not give situationspecific feedback all year long. Those cases were the worst.

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So, I got a lot of on-the-job sort of that kind of training. I had good mentors, informal and formal. I had people -- there were people in the SES who both in my region and in Washington who early in my career sort of recognized that maybe I could be someone, and they supported -- who would be a good SES fit. They supported me informally. I got into

the SES Candidacy Program at a point in my career when I was about to make a move, actually. I was thinking about, I had taken the exam for an Administrative Law Judge position. I was just thinking well, it may be time for me to go do something.

After going through the SES

Candidacy Program, and also because I had a

manager who had worked in the private sector

for a while, she knew about leadership

development opportunities that I had never

heard of before, and she managed to get some

end of the year money one year and sent me

down to the Center for Creative Leadership,

and it was absolutely a life-altering event.

I mean, I remember calling my
husband from there the middle of the week and
saying I can't believe what's going on here.

That was the first time I had a 360. They used
a lot of other intensive instruments, and they
put me through my paces like every day in all
these exercises. And then you sat down with a

coach, and they said well, this is what it looks like to me.

And at a time when I was really thinking about leaving, all these indicators just said I had to be in government. I kept -- all the public service, and they kept looking at these, and I was in a mixed group, and they're like who do you work for? They thought I was in the private sector, because it was not a federal government group. And I'm like -- and they said you need to stay where you are. Stay right where you are, don't move.

That was a really important part of my development. And it could not have happened if I had not had a boss who had some knowledge beyond the federal sector.

I also recognized at that point that the issues that we have as leaders are so common. It was just -- all of a sudden, like a lightbulb went off, and I ended up -- I think I bought every management book that

Borders has to sell. And I just sort of entered into a time of self-study. And then I did, after the SES Program, I did -- I was selected for this position.

And then since that time, now the challenge for is more of a legacy issue. All right? I have all these people that I need to get hooked on management, the ones that I think really are sort of hardwired for it.

I mean, I think we can talk candidly. There are people who just have this natural instinct, they want to drive the big bus every day. They want to come in and change something for the better. They have restless curiosity beyond the work that's on their desk. And when you see somebody like that, I mean, you have to cultivate it. And I'm feeling that pressure a lot now because I realize what kind of a brain drain we're going to have.

My mentors have all pretty much left, which has been sort of a weird situation

1 for me, quite frankly.

MS. MALAGUE: Cathy, you perfectly captured some of what we hear from other SES members, where we spend some energy developing them to get to the SES, and then once you're an executive, it dries up, and in part because time and resources become an issue. Given the choice on spending money on yourself or your staff, you turn to your staff.

MS. MURPHY: Absolutely.

MS. MALAGUE: So, I wonder if
Chris, and then Denise could also offer some
comments around what we can do for executives,
particularly new executives as they're
starting, and need to ramp up and learn about
being an executive. But then also in terms of
retention, where we need to develop skills for
the challenges we face on the horizon.

DEP. ASST. SEC. KLUH: So, thank you for that. Not to paint -- I don't want to paint too rosy a picture. I think what generally happens is a person is selected for

1 SES, and then they're just thrown into boiling 2 water. And they're expected to get out of it. Right?

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That doesn't CHAIRMAN ZIENTS: sound rosy to me.

(Laughter.)

DEP. ASST. SEC. KLUH: Honest to goodness. So, whether they're coming from inside the organization and moving up to the SES, or whether they're coming from outside, the expectation is you're an executive, figure it out, you know what how to do it. And I think that's not the right way to go. And, fortunately, VA's leadership agrees with that. We put a lot of resources against insuring that our senior executives are positioned for success.

Now, we're starting a program, we're not exactly where we need to be yet, but we're at least moving in the right direction, and that includes a very aggressive onboarding We've been working with OPM, and program.

we've got an 18-month onboarding program that we're standing up.

What's the challenge? The challenge is a new executive comes into his or her position, they've got all these challenges to face, and then we say well, sorry, don't do that yet. We're going to pull you out, and we're going to send you away to training.

You're going to take time to work with a coach, or we do 360s. And it's about driving the culture.

Believe it or not, we've got complaints from leadership that we're actually sending executives away to training and they shouldn't be going away. But in VA, what we do is we do the 360, we assign an executive coach, and we do get push-back to that.

Sometimes I think it's almost an ego or an embarrassment thing, the mind set being if you have a coach, you're in trouble. So, we're trying to change the culture there.

We do have a new Executive Forum

for our executives. We put it on once a year, and we've just started that. We just did our second series. When our new leadership came to VA, we brought all of our executives together. We have roughly four to five hundred executives. We had four sessions, 100 executives in each session, spent a week. leadership team at VA spent a week with our executives. Many of the executives, some of whom have been there for years and years, said it was the first time they've ever come together like that where the Secretary, the Deputy, the Chief, all the Assistant Secretaries actually spent considerable time with VA's leadership team.

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What did that do? And this gets back to the life cycle management. So, performance management. They heard what the expectations were, they heard what the challenges were. And then development, this was part of our development effort to make sure our executives knew what was expected of

them, they knew what was happening across VA, and they had a corporate focus, not just I'm running this hospital in Sioux Falls, but no, I'm part of the leadership team. And I think it was very inspirational.

We had a lot of push-back that when we first brought executives together, when we had our Executive Forum in March this year, there were 70 executives there, and it was just the passion in the room and the excitement in the room was amazing. So, that was one thing we did, and we think that's the right way to do that.

We also have a specific transition plan for each new executive when he and she comes on board, talks about what the challenges of the job will be, what kind of specific things they need to do. So, you're going to run a hospital, and you have to downsize X number of people. You need Labor Relations training, you need this kind of leadership event. And that's very tailored.

But the challenges are, fortunately in VA we don't have this challenge right now because we're making a priority, but I'm concerned about funding in the future for this, and the time that it takes to -- short-term paying for long-term gain. My point of it is, if it hurts to send somebody away to train them, you're sending the right person.

And we want to change the mind set about we can send John, because we don't need John around right now. And, quite frankly, that's what happens sometimes.

MR. GILLILAND: Chris, do all those programs apply to political appointees, as well?

DEP. ASST. SEC. KLUH: No, they
don't go to these programs. The Executive
Forum, our political appointees attend the
political -- the Executive Forum, but not the
coaching and those kind of thing. And we'd be
open to whether we should --

MR. GILLILAND: It seems like a

1 missed opportunity.

DEP. ASSOC. DIR. SHIH: The White

House Personnel Office does run an orientation

program for --

CHAIRMAN ZIENTS: Pretty minimal.

DEP. ASST. SEC. KLUH: And I do want to throw one other thing out there. We recently stood up a week-long event, a strategic leadership event. It's not talking about anything specific, necessarily, in VA, other than the fact that the group works a VA challenge in the evening. But it's focused just on strategic leadership.

We send 30 executives away. We chose UNC, University of North Carolina, as the group for this. We're getting ready to send our second cohort in June. We've gotten very, very positive responses to it. The training is amazing, and also gives an opportunity for VA executives to come together.

CHAIRMAN ZIENTS: Let's open it up

for group questions and feedback on the development tier.

DEP. ASSOC. DIR. SHIH: How often do the private sector companies actually get together to evaluate executive competencies and developmental needs, and to look at rotational opportunities within your companies?

MR. SALEM: We have formal rotation programs that are built into our company. So, the goal is actually to get people -- we have inter-function and cross-function, and the people who get put in those programs are the highest potential people in our organization. And they really do see it as a tremendous career development opportunity.

MR. GILLILAND: Yes, I think this is where you're going to link the performance appraisals to the development, so the opportunity to get all the senior leaders together and look at all of the SES folks in this case, and look at the ratings they

receive, and therefore what kind of development they should get, what should their opportunities be going forward? And it also gets back to this equity of performance appraisals, because you've got peers looking at the ratings of other people and, of course, they're linked to permits we're getting. They're saying well, wait a minute now, that doesn't seem right. This person, I gave this person the highest rating, and they're much better than this other person that got the same rating, and then develop -- then, again, I think it's probably a very similar type of program, then deciding on what the development opportunities need to be.

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MR. SOLSO: I'll give you an example. This is what we do, is once a month a business unit will come into an executive group that I chair, and part of that meeting is that they'll go two or three levels of management and do it in a succession management, so you can argue among that group

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whether you agree on how the person is being evaluated, whether they really are a candidate for the next job, if they are, what kind of experiences they need to have, so we're going to put this person overseas for two years, and bring him back.

So, it's a very, very formal process. And, again, it's just ongoing. And if you have a difference of opinion among the group about a particular employee or something, then you can really do a deep dive on that and say what aren't we getting here?

That's in addition, and we'll have the same kind of across the board programs, and the Executive Development Program for the top 20 people, or that type of thing. So, there's ongoing things like that, but there's a lot of individual measurement.

DEP. ASST. SEC. KLUH: That's where we're heading in the VA. Frankly, what we lack right now is the visibility of the leadership cadre, so we're looking at a tool

that will give leadership that kind of
visibility, so you can really do the deep
dive. Because until you have that, you can't
have this kind of --

MR. KINDLER: Chris, why do you need -- I mean, this will be consistent with Greg's statements all morning. Why do you need a tool? Why not just have them sit down and talk to you about the people?

DEP. ASST. SEC. KLUH: Well, for 400 executives, 500 executives, in order to have visibility over that -- all of those executives, how long have they been in their positions, what are their --

MR. KINDLER: No, but I guess -
DEP. ASST. SEC. KLUH: I'm talking about the data.

MR. KINDLER: No, I guess I'm suggesting that if you break it down, and maybe this is at different levels, so I grant that Scott can't see all those people. But maybe at the assistant level, a smaller group

can certainly see -- how many SESs are there in the department, 400?

DEP. ASST. SEC. KLUH: We have 500 when you --

MR. KINDLER: Five hundred, you can certainly get them down in groups of 40 or 50 and the people responsible for those units should -- I think that's a reasonable number, whatever the number is, should know enough about them that they can come in with a notebook with a page on each of them, and you can talk about them.

COMMISSIONER LEBRYK: We do that.

We're a bureau of only 20 senior executives,
so when we do our evaluation process, we ask
the principal senior executive from that
business area to come and talk about their
SESers with the group, and what rating they're
proposing to give to that SESer.

That serves two purposes. One, it helps the norm of the organization to say are we all being relatively fair across the

organization? The second is to emphasize the point, and we tell this to our new executive, to say you're going to be evaluated by your peers. And one of the things that we value in the organization is collaboration. And if you're not collaborating with your peer, that's going to come up during the evaluation period and you're going to be marked down for that.

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We also -- getting to this question about the tool, itself. The Deputy

Commissioner and I meet with every new employee, whether they're GS-2, the lowest level, or all the way to the highest level.

When we bring on a new SES, we spend a lot of time with them and talk with them about the mission, vision, and values of the organization about what we expect, and what's important to us, and kinds of the cultural issues that we think.

Specifically with the executives, we talk about three things. It's about do you

have leadership skills? Are you thinking strategically for your business area? Are you good at operations, are you executing on your operations? And the third thing we say to everyone is you need to be good with people. Those are the three things that we value as an organization, and so we rate our people on those bases and say we -- if you're a principal, you're going to be more thinking about strategic. If you're a Deputy, you're going to be thinking more about operations, but everyone needs to be thinking about the people in the organization at all times, and they'll be evaluated on that.

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MR. SALEM: Give you one thought, kind of goes back to the first topic. We've gone through a Whole Job rating system, so -- and it's actually been a big change, because it used to be very focused, and this touches on what Greg said. It wasn't just the result, it's how they got the result. So, it's really important to combine those two things

it actually gives you a lot of flexibility to make sure that people are breaking glass to get their job done. It's not the behaviors that you want. They're not following the values of the organization. So, by going to that Whole Job model, it has really changed the conversation, where before it was just get your job done.

CHAIRMAN ZIENTS: We've got to break at this point. MR. BROWN: So, week after next we're changing the ranking methodology within Motorola. And I said we're going to have a session, no PowerPoint, no laptops, no paper, no presentations. Everybody comes with nothing.

CHAIRMAN ZIENTS: What are you going to do?

(Laughter.)

MR. BROWN: So, I have eight direct reports, and there's 100 officers in the firm out of 23,000 people. I've asked each of the

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eight to come in and rank their people. They
do it, not me, no one else, they do it. So,
the eight are across the top, and I see how
they rank their people, their view.

We each have stickies, green, blue, red, and black. That's all we have. Green, I look -- I see the whole composite of 100 people. I put a green for the people that I think, GB, thought high potential. And I -- when I get my turn on that person, talking about Debra, I talk about why I think they're high potential. Blue means they're solid, red means we have to watch more closely, black says I don't know them.

And if there are -- out of 100 people, if there's 14 blacks, what are we going -- who owns this? Because we all should, not the top 100 people, really informal, kind of light, but what it forces is candor, because you see the rankings, input from the whole team, because they see the rankings and they have a different view, and

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it fosters discussion. And on the green we say what do we need to do? Are we paying this person? Do we need to develop him or her, move them, challenge them? The red is maybe this person — it doesn't necessarily be a performance problem, maybe it's a fit problem. It's discussion and content rich and process light. We'll see how it goes.

CHAIRMAN ZIENTS: Take a break. I think we have to do this handover by -- which is we have lots of great SESers, we cherry-pick some of the best of the best. So, I think this is representative of the best of the best. We have, I think, a lot of work that we can do to take their best practices and our best practices, and bring everybody else's levels. So, thank you for --

(Chorus of thank you.)

CHAIRMAN ZIENTS: Chris, do you think we're on calendar? So, we should -- we've missed the 20 minutes where we as a team were going to pull up, close the session and

1	figure out some direction for the summer
2	months for this SES Subcommittee. We might be
3	able to pick up on that at lunch, or if we
4	can't, what we'll do is we'll do a call,
5	Scott, with this team, because I want to bring
6	Scott into this conversation. Scott's got a
7	big vision that I want him to share with the
8	group, so we'll either bootstrap it at lunch,
9	and then get you via phone next week, Scott,
10	or we'll do the whole thing via phone next
11	week.
12	DEP. SEC. GOULD: I've got good
13	news for you.
14	CHAIRMAN ZIENTS: Okay, good.
15	Thank you. So, we have to break now and moving
16	across the street, so we'll get to you. Okay.
17	Thank you.
18	(Whereupon, the proceedings went
19	off the record at 11:28 a.m.)
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## CERTIFICATE

This is to certify that the foregoing transcript

In the matter of: The President's Management Advisory

Board

Before: Jeff Zients, Chairman

Date: 06-17-11

Place: Washington, DC

was duly recorded and accurately transcribed under my direction; further, that said transcript is a true and accurate record of the proceedings.

Court Reporter

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