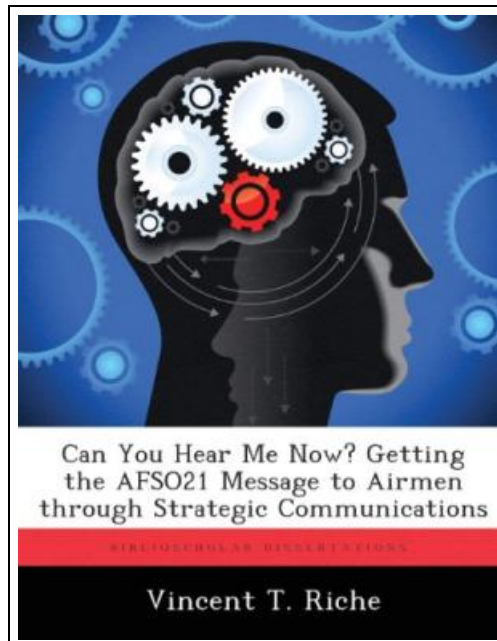


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Biblioscholar, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Formally announced in 2006, Air Force Smart Operations for the 21st Century (AFSo21) is an Air Force-unique program using portions of improvement techniques such as Lean, Six Sigma, Theory of Constraints, and Business Process Reengineering to increase Air Force combat capability. One of its key objectives is to develop a culture which promotes the elimination of waste and sharing of best practices, while achieving much more savings than the work required to get those results. Since the success of AFSo21 requires relentless dedication of all airmen, an effective strategic communications strategy is critical in bridging the gap between Air Force executive leadership and the workforce. The AFSo21 Strategic Communications Plan authors appear to be determined not to repeat some of the mistakes made during the Quality Air Force movement of the early 1990s, and they have enlisted the services of strategic communications experts to find the best ways to spread the message to airmen. While this is encouraging, time is not on AFSo21's side. The strategy of gaining quick successes has energized portions of the Air Force; however, additional forcing functions will be required to sustain the momentum gained in the first two years of AFSo21 implementation.

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