

A Vision to Engage All USGS Employees in Achieving Science Excellence

Action Learning Scenario
Leadership 201

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Concurrent Goals

- **USGS Vision**

- USGS is a world leader in the natural sciences through our scientific excellence and responsiveness to society's needs

- **Action Learning Scenario Goal**

- Engage all USGS **employees** in our mission and **Science Strategy** and connect them to the agency's positive impacts on **American society**

ORGANIZATIONAL IDENTITY

ORGANIZATIONAL EXCELLENCE

SCIENTIFIC EXCELLENCE

Without organizational excellence and strong organizational identity we will not achieve scientific excellence

4-Point Plan

- **Reach out to all employees 120 days**
 - Director's Roll-Out (all-employee 10-minute nationwide presentation)
 - Regional Executives visit all Science Centers
 - Director announces each science themes at a relevant field location
 - Internal communications plan

Director's Roll-out

- 10-minute broadcast from Reston
- Message:
 - Organizational Identity = Organizational excellence
= Scientific excellence
 - Link employees to societal outcomes through
Science Strategy
- Electronic, nationwide broadcast. Recorded in her office and available to all employees

RExs visit all science centers

- Regional Executives visit the Science Centers in their Areas
- Reiterate Director's message
- RExs describe how all staff contribute to thematic science strategy
- RExs develop at least one story of connection between support staff and science
- RExs describe scientist connection to science strategy planning ellipses
- Conduct question/answer period to allow for interaction and clarification

Director Rolls out Science Themes

- Director visits unusual, relevant location to announce each science theme
 - e.g., announce climate change theme in Alaska as soon as possible
- Site visits include description of the USGS science that supports the theme
- Announcements are recorded for all-agency distribution
- Announcements are followed by employee question/answer periods
- Announcements include at least one meal with the Director

Implementation Tools/Strategies

- Orientation program and package
- Internal communication plan
 - Focus: people
- Wider distribution of fact sheet version of Science Strategy
- Interactive web site
 - Showing how the person's job connects to the science strategy
- Director/Deputy-director message put on web/podcast for new and all employees
- Job shadowing/swap – management, science, science support
- Internal and external surveys of employees
(success metrics)

S.W.O.T

Strengths-Weakness-Opportunities -Threats

- **S:** Better work environment
- Institutional culture change
- Increase productivity

- **W:** Disenfranchised employees
- High turnover
- Increase conflict

- **O:** Engaged Employees
- Retention of quality personnel
- Bring in creative talent

- **T:** Lack of buy in from employees
- Failure to communicate clearly
- Threat of inaction
- Loss of mission space

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