Voice of the Customer
Mobility Platforms



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Developing Authentic Presence Qualities and Brand Statement

- **Thoughtfulness**:
  - The projection of thinking or having thought through something before responding

- **Clarity**:
  - The ability to communicate your message in an intuitively clear and compelling way.

- **Authentic Brand Statement**:

I am a people focused leader who coalesces successful teams to deliver excellent products and services for our customer. I develop others around me to achieve success while keeping the customer in the forefront of our actions. I give this by engendering trust, making sound decisions and listening actively to my teammates.

Audience

- **Meeting**
  - Boeing Executives
  - Business Developers
  - Program Managers
- **Key Decision Makers**
  - BGS MTAS VP
  - BDS MS&B BD&S VP
- **Mixed Personalities**


Attention-Get

Executive Summary







- **Purpose:**
  - Bring the voice of Air Mobility Command customer to Boeing decision makers and stakeholders
- **Motivation:**
  - Create alignment between various customers and Boeing decision makers
  - Improve Boeing offerings to customer
- **Action:**
  - Coalesce Boeing direction for AMC's highest priority platforms, focus IRAD across BDS & BGS