



The Flash Mob vs The Choir

MILITARY ENERGY CHANGE CHAMPIONS

Laura Michael

Lead Associate

Booz Allen Hamilton

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Change champions: individuals within an organization that volunteer or are selected to facilitate change. The champion is an active member within the change management project during all of its stages.

(Thompson, Estabrooks & Degner, 2004)

Change champions: individuals within an organization that volunteer or are *voluntold* to facilitate change. The champion is an active member within the change management project during all of its stages.

Fact One:

Servicemembers typically do not pay an energy bill.



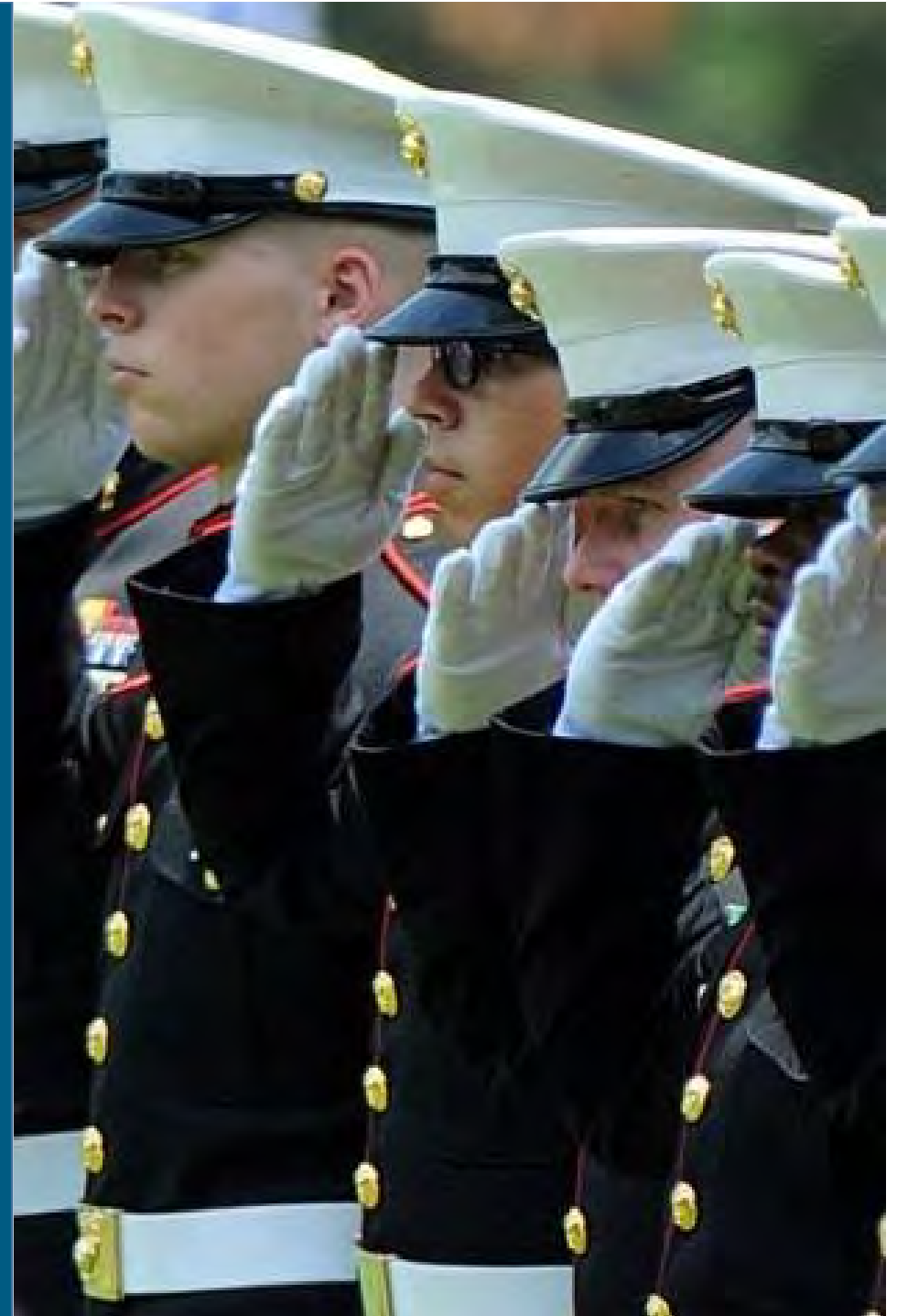
Fact Two:

DOD is a
hierarchical
organization.



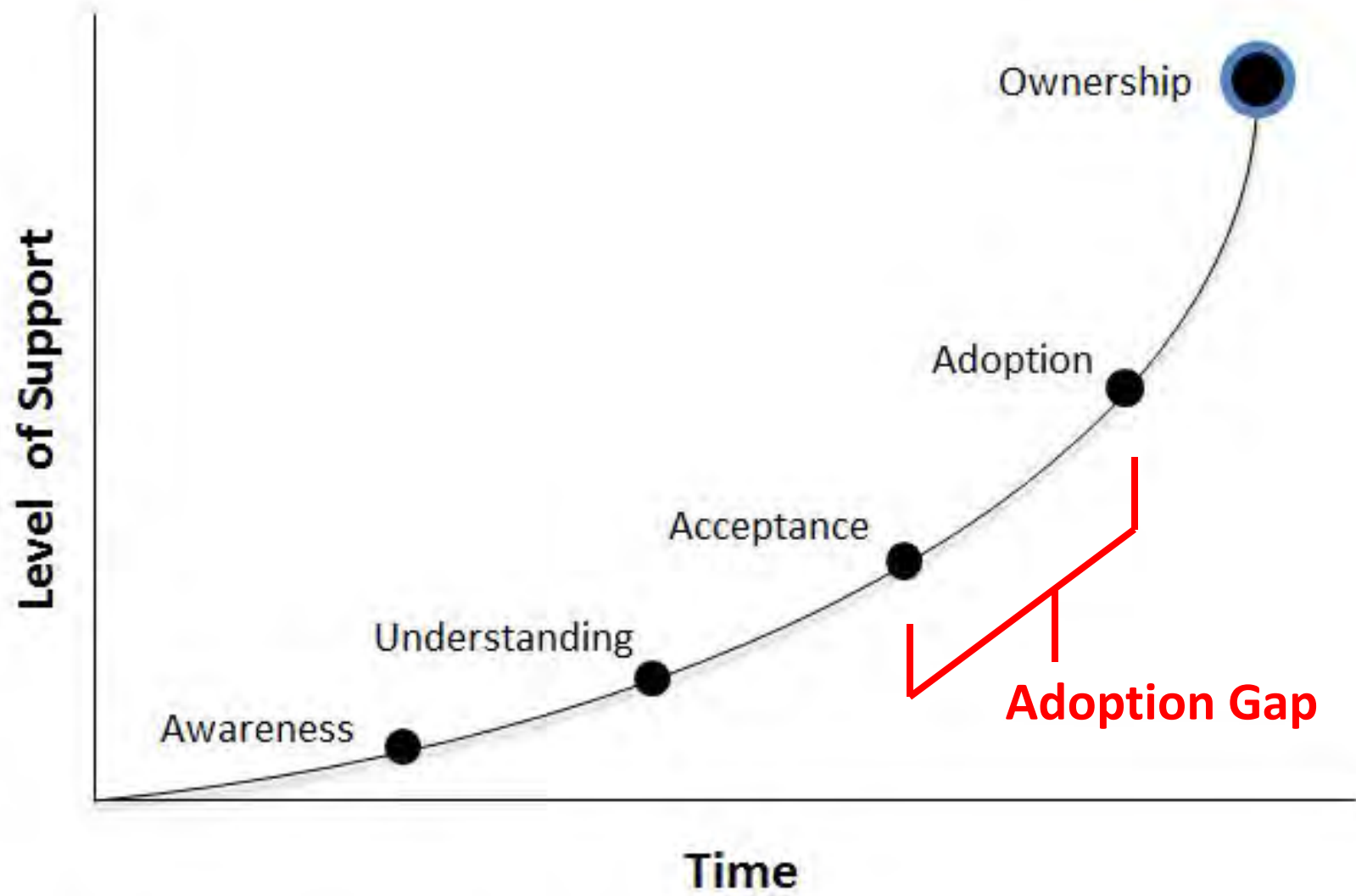
Fact Three:

Servicemembers
are trained to fall
in line.

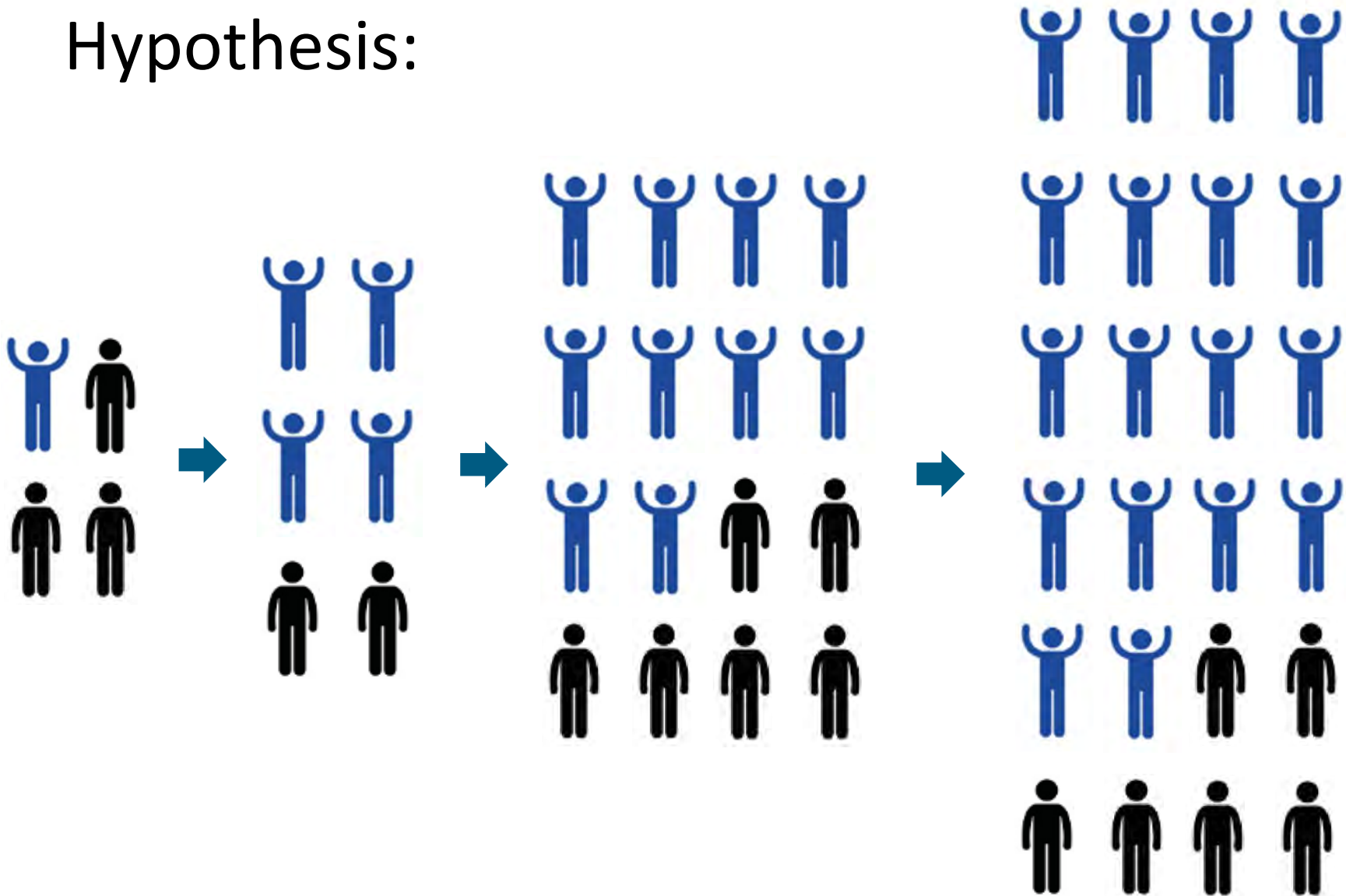




THE HERD MENTALITY



Hypothesis:



THE FLASH MOB vs THE CHOIR



- Quick
- Less Expensive
- Less Planning Required
- High impact
- No Sustainment



- Well Planned
- More Expensive
- Longer timeframe
- Sustained improvements over time

THE FLASH MOB



The Air Force required the assignment of energy champions for Energy Action Month.

- Got 150 champions in 2 weeks
- Attended bi-weekly calls
- Provided information and advocacy to peers and staff
- Dispersed after October, no longer in place
- Pushed the message out fast and en masse

Power the Force. Fuel the Fight.

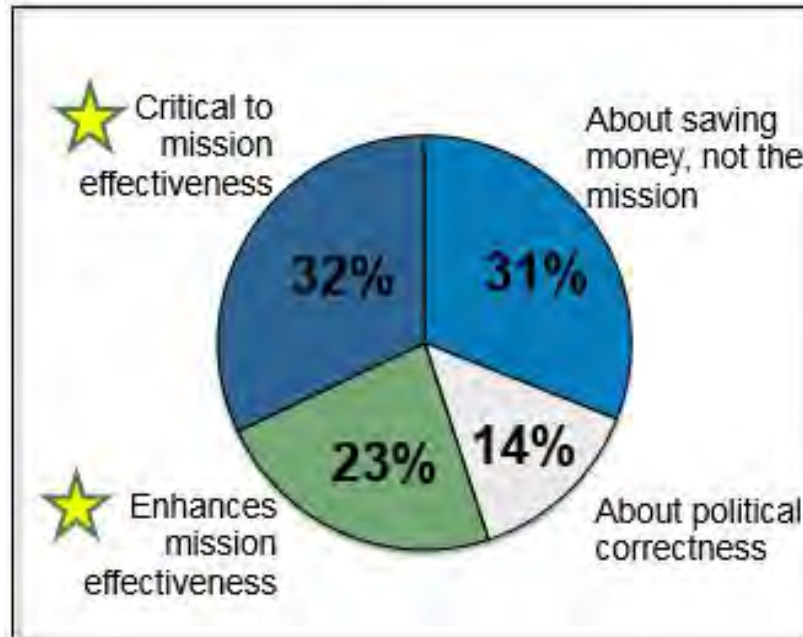


THE FLASH MOB

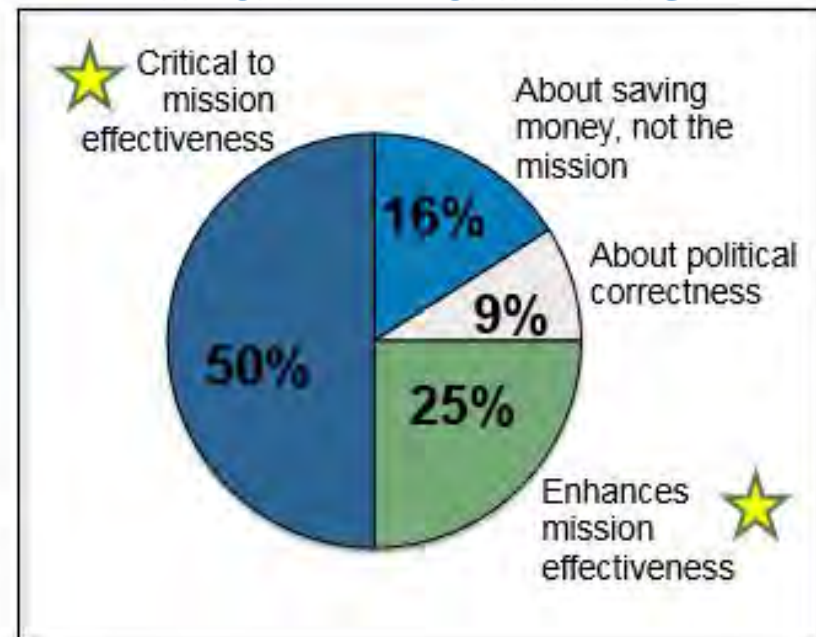


Which of the following best describes your opinion about “smart use of energy?”

ALL AIRMEN



RECALLED CAMPAIGN



11% (70,000+) of Airmen surveyed recalled the Campaign

68% of 70,000+ Airmen Who Recalled the Campaign Took Action

THE CHOIR



The Marine Corps required the long term appointment and training of a Marine in each unit to:

- Serve as the point of contact for energy issues to peers and leadership
- Promote awareness and energy efficient behaviors amongst peers
- Perform facility energy walkthroughs to identify potential energy-saving opportunities

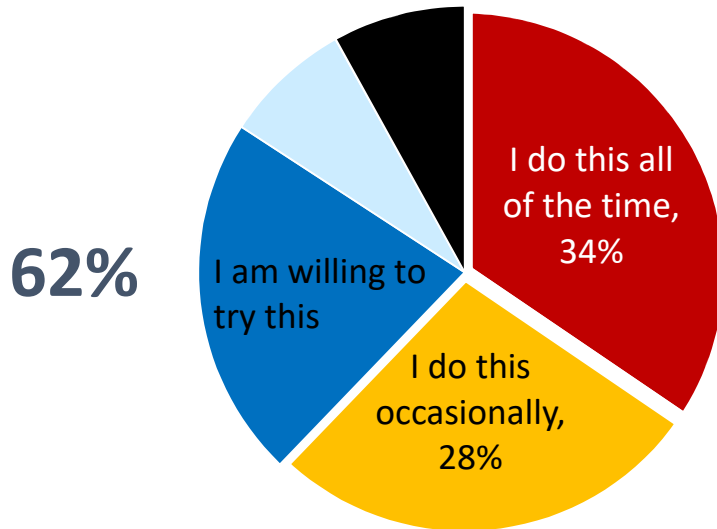
There are roughly 250 UEMs in place today.



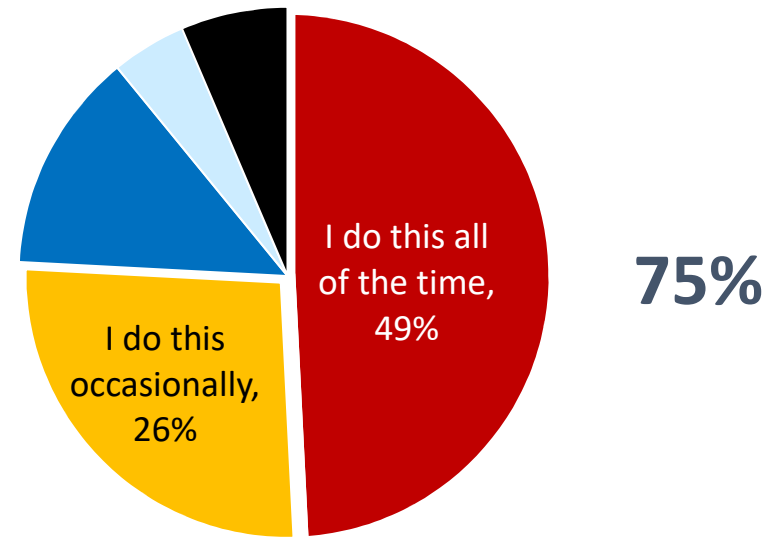
THE CHOIR



HAVE NOT HEARD OF ENERGY ETHOS



HAVE HEARD OF ENERGY ETHOS



Cross Reference: Knowledge of Energy Ethos increases likelihood to perform energy and water saving behaviors.

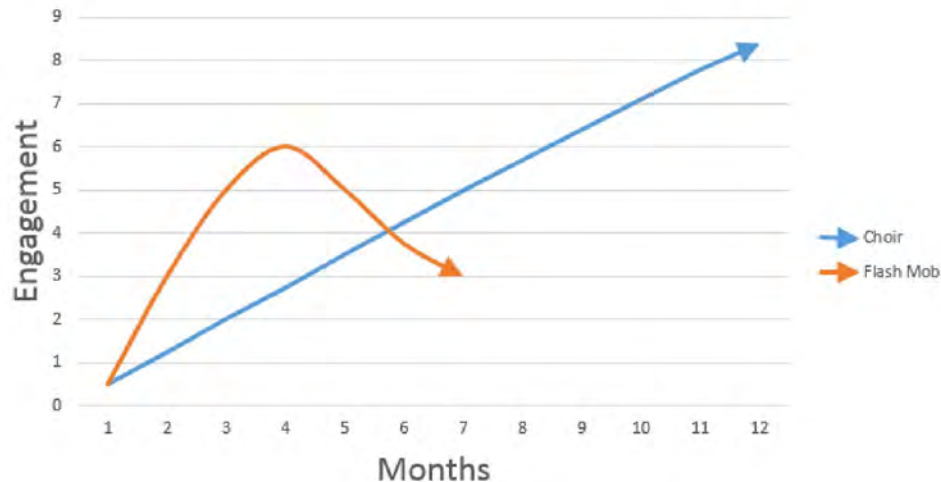
74% of Marines had heard of the Campaign

75% of Marines Who Recalled the Campaign Took Action

THE FLASH MOB vs THE CHOIR



- Can execute quickly
- Costs less money and resources
- Large short term impact



- Requires careful program planning and development
- Longer execution
- Costs more money and resources
- Steady increase in impact over time
- Staying power

Thank you!

Laura Michael

Booz Allen Hamilton

michael_laura@bah.com

