The Flash Mob vs The Choir
MILITARY ENERGY CHANGE CHAMPIONS

Laura Michael
Lead Associate
Booz Allen Hamilton
BECC Conference, October 20, 2016
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 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
11% (70,000+) of Airmen surveyed recalled the Campaign

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

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

**ALL AIRMEN**

- Critical to mission effectiveness: 32%
- Enhances mission effectiveness: 23%
- About saving money, not the mission: 14%
- About political correctness: 16%

**RECALLED CAMPAIGN**

- Critical to mission effectiveness: 50%
- Enhances mission effectiveness: 25%
- About saving money, not the mission: 9%
- About political correctness: 16%
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.
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