

# FROM THE DESK OF VICE ADM. ALAN S. THOMPSON, DLA DIRECTOR

For about the last year I have had a team from across DLA working to help me find an answer to a long-term Agency challenge – the fragmented nature of our identity to both ourselves and the public. While it's never affected our ability to perform our mission with efficiency and dedication, it has consistently led to confusion and misunderstanding among our employees, our customers and our stakeholders.

My guidance at the start of this project was to build a concept that would strengthen our position as the leader in defense logistics and bring DLA together, both in name and in spirit, so that we can achieve our full potential as an Enterprise. I want us to create a "single agency" environment, internally and externally, by building a greater sense of community and ownership for each of you. At the same time, I want to provide a clearer and more definitive identity for customers and stakeholders. I feel we must pursue the fusion of our Agency with a sense of urgency and total employee involvement.

Under my guidance, the team developed the We Are DLA initiative, and I believe it is a vital step forward for our Enterprise. The key to our success, now and in the future, may well rest on our ability to present ourselves as a cohesive, collaborative and forward-thinking organization. One in which we hold and demonstrate great pride

in the unity of our mission, our values and our accomplishments.

Your senior leaders and I thoroughly reviewed the plan for We Are DLA. We believe it will have a significant and positive effect across both our workforce and our external partners and audiences. For DLA, our names and our culture now reflect our unity of effort. From our longest employed to our newest members, including those who came from former military service sites, we clearly see our affiliation and integration. As we begin to work together in both name and spirit, I believe we'll see a marked improvement in our collaborative efforts to provide the best support to our Warfighters.

For those we serve, our clear identity makes it easier for them to interact with DLA. The changes increase their awareness of DLA's comprehensive mission, products and services. The end result advances their understanding and use of DLA's full potential to provide effective support for the Department through strong supply chain and logistics integration.

Please understand, We are DLA is much more than just changing names. It's about helping DOD and our customers see the full value of DLA as we enter a time of ever-shrinking resources. This initiative will help ensure that DLA's importance to

the Defense Department is clearly seen and easily understood by all concerned parties. It strengthens the Agency through unity and it helps you – our employees – better understand that you are part of something bigger, that in fact each of you is key to DLA and its global mission.

Organizational change always presents a time of great opportunity paired with anxiety, but this plan does not result in any changes to missions or functions. I also want to assure you that we will affect these changes at the lowest cost. We must always be aware that our resources come from taxpayers' dollars and that our assets are intended to support America's Warfighters.

I believe We Are DLA will magnify our success as we bring the diverse capabilities of DLA together as a unified, cohesive team. But this effort will not succeed without the support of each member of the DLA team. Our joint efforts are fundamental in everything we do here at DLA and never more so than with the We Are DLA initiative. You are my primary conduit and way of ensuring that We Are DLA fulfills its potential.

I look forward to the coming days and I hope that you do as well. I see a time of vast transformation – for the better – on our horizon and I anticipate sharing it with each of you.

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