NDIA 12th National Small Business Conference

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**SMALL Business Innovation Vital**

- SUBMARINE Commander Perspective – IMPORTANCE of QUALITY
- Government Perspective – Innovation Great – But... Need to Deliver
- 2 Focus areas: **COMMUNICATIONS, PARTNERSHIPS**
- Large Business Perspective: QUALITY #1 ISSUE - by FAR!!
  - They Have to Deliver Too
  - Keep in Mind how your piece fits the end product
- Watch Your Industry Partners, particularly Subcontractors

**Small Business INNOVATION Provides VITAL ROLE to NATIONAL DEFENSE**
Winning vs. Delivering Contracts

Searching “how to win a contract” yields numerous results.

Searching “how to deliver a contract”, however...
Communication is the **Key to Success (Examples)**

**Effective Communication at All Levels**
- Program Office got behind the effort and assigned a high performing team of SMEs to ensure the effort stayed on track
- Technical Direction Agent, Technical Warrant Holder, and all supporting personnel at the Warfare Centers worked closely with the Small Businesses involved to keep the efforts on track
- Open sharing of all data/information
- Issues were resolved quickly in a productive fashion

**Result: Moved into Production**

**Limited Communication**
- Lab and Contractor Only
  - Excited about New Approach
- Limited communication to HQ Program Manager
- Limited understanding of available help and technology across the Industry
  - Did Not Know what they did Not Know
- Underestimated new technology challenges
- Did not focus on reliability aspects
- Challenges transitioning to production

**Result: Cancelled Project**

- Both Technologies were Innovative
- Both Technologies were State of the Art
- Only One Technology Moved into Production
- The Other Technology Program was Cancelled

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Production is Different

Development
- Science
- Engineering
- Innovation
- Minimal People

Production
- Program Management
- Supply Management
- Cost Data
- Repeatability/Consistency
- More People

Partnerships close the GAP

Bridging the Gap with Partnerships
- Other Small Businesses
- Big Businesses
- Government
PARTNERSHIPS

NAVAL Warfare Centers
“Work for Private Parties”

- Government Acquisitions Conflicted:
  - Cutting Edge Technologies vs Off the Shelf
- Technical Issues WILL arise ➔ Government has expertise to help via PM or TDA
- All Naval Warfare Centers have unique Skills and Facilities
  - Great place to resolve unknowns
  - Cost effective
  - Teamwork Mentality – access to National Labs/UARCs

DON’T LET PROBLEMS FESTER
SUBS = DANGER

KNOW your Sub Vendors

“Sum of the Subs”
Tolerance Stack up
Minor Changes bring
Major Impact
Subs must understand
Final Product
Keys to Success For Small Business

- Communications
  - Know your Customer
  - Know Your Contract - know exactly what you are expected to deliver
  - Proactively Resolve Issues

- Partnership = Know who you can call when it gets tough
  - Watch Your SUBS - 80% of the Problems
  - The Program wants to work with you (Deputy Program Mgr=SB Advocate)
  - Root cause determination - “5 WHYS”
  - Government/Large Business Teaming

Best Way to get more Business??
Deliver on Current Contract