Better Buying Power Principles

By: Frank Kendall

Principle 1: Continuous improvement will be more effective than radical change.

Principle 2: Data should drive policy.

Principle 3: Critical thinking is necessary for success; fixed rules are too constraining.

Principle 4: Controlling life-cycle cost is one of our jobs; staying on budget isn’t enough.

Principle 5: People matter most; we can never be too professional or too competent.

Principle 6: Incentives work and we get what we reward.

Principle 7: Competition and the threat of competition provide the most effective incentive.

Principle 8: Defense acquisition is a team sport.

Principle 9: Our technological superiority is at risk, and we must respond.

Principle 10: We should have the courage to challenge bad policy.