

Make USGS a Top 10 Place to Work

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Our satisfaction and
commitment ranking is:

108 out of 216

2009 Best Places to Work in Federal Government

We are NOT mediocre!

How do we get into the top 10???

Focal Areas for Change

- Communication
 - Verbal, personal, electronic
- Optimize Human Capital
 - Efficient personnel and business policies
- Optimize Fiscal Resources
 - Maximize funding for science
- Bureau Structure
 - Discipline / Center organization

Improve Internal Identity and External Image

- **Internal identity** – the way our employees identify with USGS and a shared vision
- **External image** - perceptions that define our bureau to the general public and to other federal agencies.

How do we do that???

Improve Internal Identity and External Image

- Promote a better understanding between different USGS employees
 - Cross training – non scientists working with scientists
 - Sense of shared ownership of **OUR** science
 - Single vision and a common identity that all believe in
- Visual identity
 - New logo???
 - USGS shirt day – all involved
- Bureau name – emphasize science, not the tools

Identity and Image are important!

- Retention of our high quality diverse workforce
- Recruitment of a talented and diverse workforce
- Motivated, satisfied employees
- Improved productivity and morale
- Reputation with the public and Congress
- Respect – up and down the leadership chain
- Ownership and shared responsibility for successes
- Improved quality of science

Why Now?

- Changing administration is supportive of science
- Best Places to Work study results are well known to the public
- Increasing linkages to OMB budgeting
- Public scrutiny of government efficiency
- Why not now?