



MEMORANDUM

5351

06 May 10

From: J. C. Vann, CDR
CGC HARRIET LANE (WMEC 903)

To: COMDT (CG-133)

Subj: 2010 SPOTLIGHT ON LEADERSHIP CAMPAIGN CONTEST

Ref: (a) ALCOAST 154/10

1. With regards to reference (a), I am proud to nominate USCGC HARRIET LANE (WMEC 903) for recognition in the 2010 Spotlight on Leadership campaign contest.
2. CGC HARRIET LANE took advantage of the opportunity presented by this campaign to reinvigorate its Unit Leadership Development Program. The timing of this year's campaign aligned precisely with the start of a two-month deployment, representing the perfect opportunity to bring the message to all hands. CGC HARRIET LANE strove to do just that, launching a robust campaign designed to encourage each crewmember, from our newest shipmate to the seasoned Chief, to evaluate the role they play when it comes to leadership.
3. Below is a snapshot of how my crew strove to integrate the campaign on multiple levels and settings on board.
 - a. *Campaign Posters*: Unique posters were created to highlight each week's leadership objective (Enclosures 1 - 4). These posters were placed throughout the cutter, bringing a new look about the decks and guaranteeing visibility regarding the targeted competency.
 - b. *Leadership Library*: CGC HARRIET LANE capitalized on this opportunity to draw attention to its Leadership Library, which recently experienced a 200% growth as a result of a generous gift from the Coast Guard Foundation. Titles were selected from the Coast Guard's Reading List and from crewmember suggestions. Our library now boasts 39 titles. The new titles were added to a user-friendly Leadership Library link accessible from CGC HARRIET LANE's intranet home page. This tool enables crewmembers to view available titles, read a brief summary, and determine whether the book is checked out from any workstation. Enclosure (5) is an excerpt from the updated inventory of our library selections.
 - c. *Electronic Campaign*: At the start of each week, an email was sent to all hands to introduce the new leadership competency and to propose suggested titles from the Leadership Library, which would expand upon the week's topic. Additionally, new thought-provoking leadership quotations were added to CGC HARRIET LANE's intranet home page each day.
 - d. *"Facilitation Over Burgers"*: Members were invited to join the Chiefs in the CPO Mess for "Facilitation over Burgers". These lunches featured an in-depth discussion on the featured leadership competency of the week and how the member, or members, believed that competency pertained to their respective roles onboard. Crewmembers from E-5 to O-1 received invitations during the month-long campaign. Enclosure (6) was prominently displayed to highlight the on-going dialogue within the CPO Mess during the lunch hour.

06 May 10

- e. *Plan of the Day*: Inspirational quotations related to the week's topic were placed in each Plan of the Day to challenge crewmembers to think about leadership in new ways. Also, leadership-inspired cartoons were included in an effort to demonstrate the importance of incorporating humor into one's leadership approach.
 - f. *Trivia Night*: During the final week of the campaign, a leadership category was incorporated into one of our popular "Trivia Nights" held on the Mess Deck. Trivia Night includes multiple questions asked within several different categories, and fosters a spirited atmosphere of teams competing against one another, with teams comprising all ranks and rates from E2 to O5. Questions on this particular night ranged from naming the three most recent CGC HARRIET LANE Sailors of the Quarter, to the 28 Leadership Competencies, to tools such as Extra Military Instruction, and Administrative Remarks.
 - g. *Sailor of the Quarter*: DC3 Mika Cornelius was recognized at an all-hands gathering to highlight his impressive list of accomplishments during the first quarter of calendar year 2010. His nomination and selection was all the more impressive considering he arrived on board in December, 2009 – just prior to the award period commencing. In addition to citing his accomplishments, other messages were stressed to the crew, including: the value of being a mentor and shipmate; the importance of contributing to the unit's success on multiple levels; and the tangible and intangible benefits of self-improvement.
 - h. *Individual Development Plan Counseling*: All E2s were provided their semiannual counseling by their respective Chief Petty Officer, who tailored the conversation to include aspects from the spotlight on leadership campaign. Specifically, the "Leading Self" competency was stressed. Following a counseling session, one particular E2 completed all requirements for E3 and was advanced soon thereafter.
 - i. *Command Philosophy*: In a ship-wide address, I commented how the spotlight campaign meshed with the principles of my philosophy, and the environment I have tried to foster on board. Enclosure (7) is provided for reference purposes.
4. During the month of April, CGC HARRIET LANE made leadership a daily focus. Whether a crewmember simply walked through the passageways, clicked on our home page to complete an engineer work request, or read the Plan of the Day to find out what time reveille would be, they encountered something to encourage them to think about leadership. The dynamic nature of the campaign contributed significantly to its effectiveness. Through emphasizing a different leadership competency each week, and employing new approaches throughout the campaign, the message was kept fresh and clearly visible to all hands. Thank you for your consideration of this nomination.

#

Enclosures: (1) Spotlight on Leadership Campaign Week One Poster
(2) Spotlight on Leadership Campaign Week Two Poster
(3) Spotlight on Leadership Campaign Week Three Poster
(4) Spotlight on Leadership Campaign Week Four Poster
(5) Excerpt of CGC HARRIET LANE Leadership Library Inventory
(6) Facilitation Over Burgers in Progress Placard
(7) CGC HARRIET LANE Command Philosophy

Copy: LANT-30CF