

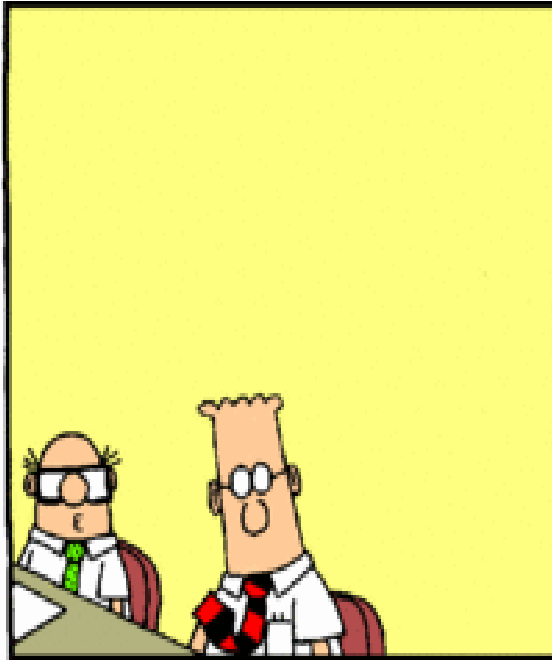


**NASA**  
**SEWP**  
[www.sewp.nasa.gov](http://www.sewp.nasa.gov)

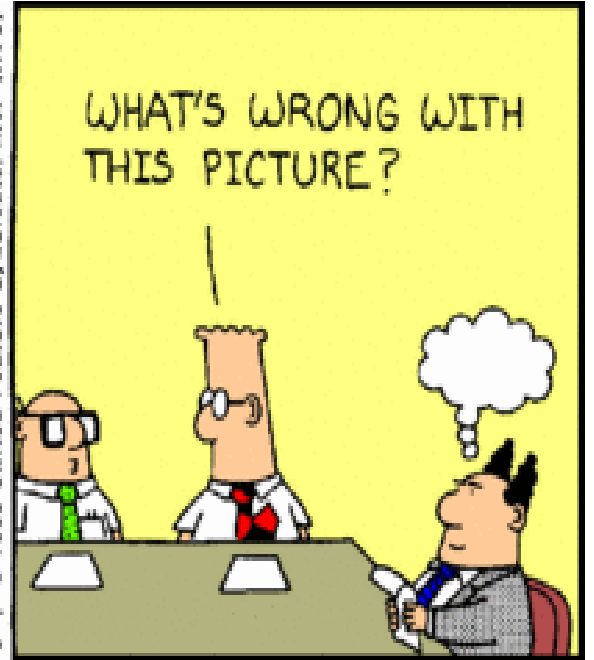
# Acquisition Leadership: The SEWP Way



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# Leadership is the capacity to translate vision into reality. [Warren G. Bennis](#)

- **NASA SEWP Program has always been more than a set of contracts – it is viewed as an innovative experiment in IT acquisition**
- **One of the 4 Acquisition objectives (all 4 are intact 20 years later):**

**embrace innovative procurement transactions and processes**

## ➤ **3 Godfathers of SEWP**

- Set the objectives, goals and frameworks the Program continues to strive to meet



# Creativity and Innovation

**“The essential part of creativity is not being afraid to fail.”**

**— Edwin H. Land**

**"The *innovation point* is the pivotal moment when talented and motivated people seek the opportunity to act on their ideas and dreams."**

**— W. Arthur Porter**

**Absolute identity with one's cause is the first and great condition of successful leadership.**

**[Woodrow Wilson](#)**



# Keys to SEWP's Innovation

- **Understanding the difference between administering a contract and managing an acquisition program**
- **Bringing together disparate parts**
  - Technical, procurement, policy
  - Government and Private Industry
- **Willingness to experiment**
- **Hands-off upper management**
  - Started as a non-entity / under the radar
  - Self-contained financially



# Keys to SEWP's Innovation Part II

- **Accept responsibility for failures and move on**
- **Staff: dedication to mission; willingness to listen, observe and recommend**
  - Mission is to provide the best customer service and the best contract program possible
- **No mandatory customers**
- **Managed as if the Program is a Small Business not a Government Program**



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# A Different Perspective

From Early Adopters by Cheri Anderson:

Early adopters:

- > Are people involved in unusual activities and whose level of activity disproportionately affect behaviors of others
- > Have many weak social contacts.
- > Are masters of their own universes.
- > Are high media users.
- > Have a more complex history of personal relationships



# More from Ms. Anderson

Three early adopter groups:

- The “digerati” who are “early adopters who seek novelty, are attracted to risk, and tend to be more fashion conscious”
- The “ego-oriented” who “desire leadership and enhanced personal productivity” and “need to feel superior within their peer groups”
- The “sage-tronic” who “are intense information seekers and global in perspective”



# A Personal Perspective

## ➤ **Technical Background**

- Creative mentor
- Had to design from scratch
- Forward thinking while remaining a Skeptic
- Thinker not a doer
  - Staff of doers is very important to success when leader has visions

## ➤ **Philosophy: Often Happy, Never Satisfied**

## ➤ **Always something to learn and try**

**“The achievement of excellence can only occur if the organization promotes a culture of creative dissatisfaction.” Lawrence Miller**

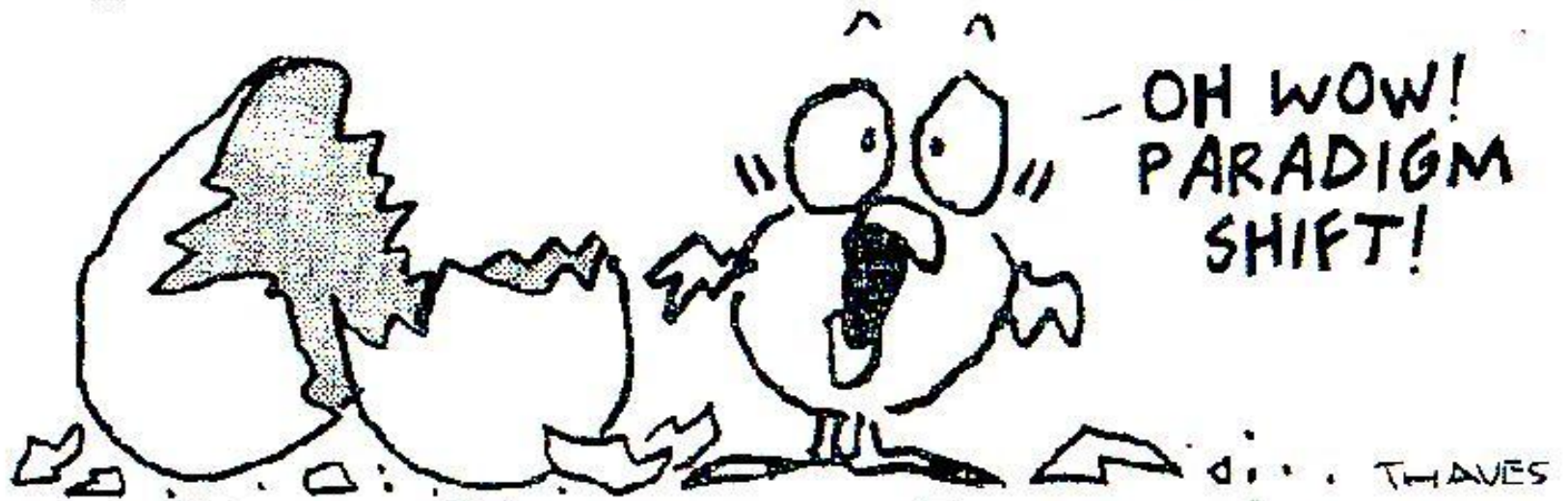


# SEWP Leadership Timeline

- **First Government-Wide Acquisition Contract**
- **Implicit goal – be the best program possible while keeping as low a profile as possible**
- **Past 3-5 years have been a paradigm shift**
  - Increased size
  - Increased visibility of GWACs and SEWP
  - Outreach is working
- **No longer under the radar**
  - Viewed as a leader and need to fill that role
  - Leadership not confined to SEWP Contracts – Acquisition issues in general
  - We could run and hide or push forward



Frank and Ernest





# SEWP Leadership History

- **One of the first to use EDI over the Internet**
- **Attempted to require RFID type functionality in mid-1990's**
- **First to post draft RFPs on Internet with interactive Q and A**
- **Strong emphasis on customer service, outreach and training**
- **Early adopters of blackberry technology**
- **Contract Holder Relationship Manager concept**
- **Many special contract clauses; warranty as a product for example**



# SEWP Leadership History

- Many special contract clauses; warranty as a product for example
- Annual conference built around customers
- Semi-annual Industry forums
- Innovative tools for customer, industry and internal use

**Management is doing things right; leadership is doing the right things.**

**[Peter Drucker](#)**



# The price of greatness is responsibility.

Winston Churchill

## ➤ **General association leadership**

- NCMA Executive Advisory Council and NCMA Sponsor
- GiTEC Executive Board
- ACT/IAC Acquisition Government Advisory Panel
- OpenGroup Trusted Technology Forum (O-TTF)

**Rank does not confer privilege or give power. It imposes responsibility.**

Peter Drucker



# OpenGroup: O-TTF

- **Industry-led effort to standardize / accredit supply chains**
- **Co-chair of the Acquisition and Global Outreach Workstream**
- **Global in nature**
- **SEWP's goal:**
  - Ensure final product is inclusive
  - Assist in formulating acquisition policy recommendations

**Leadership and learning are indispensable to each other.**

**[John F. Kennedy](#)**



**A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better.**

**Jim Rohn**



# Federal IT Acquisition Summit

- **Goal was to provide a neutral forum for a variety of acquisition related activities to provide information to Federal procurement personnel**
- **Held on April 25, 2011 at the Ritz Carleton – Pentagon City**
- **Attendance**
  - 648 people registered, 372 attended
  - 72 Offices / Agencies attended



# Acquisition Summit Sessions

- **Dan Gordon as keynote**
- **CIO panel**
- **GWAC panel**
- **Industry panel**
- **Acquisition services panel**
- **Educational panel**
- **Association panel**



# Acquisition Summit Plans

- **Goal is to make the Summit an Annual event**
  
- **Considering a multi-day session**
  - Special training sessions on Day 1
  - General Panels on Day 2
  
- **Need to determine better way to work with associations**
  - More interaction during Summit
  - Follow-up activities after Summit