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Executive Registry

84 - 362


23 January 1984

MEMORANDUM FOR: Deputy Director of Central Intelligence
Deputy Director for Intelligence
Deputy Director for Administration
Deputy Director for Operations
Deputy Director for Science & Technology
Director of Personnel

FROM: Director of Central Intelligence

SUBJECT: Bubble Speech Tomorrow

This is a little long. It could stand about a 25 percent reduction. I'd like your suggestions for improvement, your reaction to the procedures I have in mind as laid out in the last four pages.


William J. Casey

Attachment:
Draft Speech, dtd 23 Jan 84

Added: ①-DCI
1-EXDIR
1-ER File

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DCI
23 JAN 84

WE'RE STARTING OUR FOURTH YEAR OF WORKING TOGETHER. IT'S BEEN A RICH AND GRATIFYING EXPERIENCE FOR ME AND I WANT TO THANK ALL HERE FOR WHAT WE HAVE BEEN ABLE TO DO TOGETHER. AT THE SAME TIME I WANT TO TELL YOU ABOUT SOME DISCUSSIONS AND EVENTS DURING THE FIRST WEEKS OF THIS YEAR WHICH BROUGHT HOME TO ME HOW MUCH MORE THERE IS TO DO.

WEEK BEFORE LAST I PREPARED A RATHER DETAILED REPORT ON WHAT WE'VE BEEN ABLE TO ACCOMPLISH OVER THE LAST THREE YEARS AND REVIEWED IT WITH THE PRESIDENT. HE UNDERSTANDS THAT MORE THAN ANY OTHER PART OF THE GOVERNMENT WE ARE IN ACTION EVERY DAY, DEALING WITH THE WORLDWIDE APPARATUS OF THE KGB, PLUS SOME 70 NON-GOVERNING COMMUNIST PARTIES, PLUS PEACE AND FRIENDSHIP ORGANIZATIONS ALL OVER THE WORLD DIRECTED FROM MOSCOW, PLUS THE EAST GERMAN, CUBAN, POLISH, CZECHOSLOVAKIAN, BULGARIAN AND OTHER INTELLIGENCE SERVICES WORKING TO STEAL OUR TECHNOLOGY, TO DAMAGE OUR REPUTATION, TO DIVIDE US FROM OUR FRIENDS, TO DESTABILIZE, SUBVERT AND OVERTHROW GOVERNMENTS FRIENDLY TO US. THE PRESIDENT KNOWS THAT CIA IS THE ORGANIZATION IN THE FREE WORLD MOST CAPABLE OF DEALING EFFECTIVELY WITH THIS ENORMOUS APPARATUS AND FRUSTRATING ITS OBJECTIVES. I WAS ABLE TO SPELL OUT FOR HIM HOW IN THESE YEARS, ALMOST FROM SCRATCH, WE HAVE CREATED A CAPABILITY FOR GENERATING AND DISSEMINATING APPROVED PROPAGANDA THEMES WORLDWIDE, EXPANDED AND REVITALIZED AN EXPIRING MACHINERY TO PROVIDE GUIDANCE, TRAINING, AND OTHER SUPPORT TO COUNTERINSURGENCY AND RESISTANCE ACTIVITY IN CENTRAL AMERICA,

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ASIA, AND AFRICA, AND A WORLDWIDE COUNTERTERRORISM NETWORK THROUGH OUR RELATIONSHIPS WITH INTELLIGENCE AND SECURITY SERVICES IN OTHER COUNTRIES. I REVIEWED HOW, IN RECENT MONTHS, WE HAVE THWARTED TERRORIST ATTACKS, RECOVERED STOLEN TECHNOLOGY AND CARRIED OUT RESCUE OPERATIONS IN MANY PARTS OF THE WORLD.

IN THE INTELLIGENCE COMMUNITY AND IN CIA THE PRODUCTION AND QUALITY OF FINISHED INTELLIGENCE FOR POLICYMAKERS IS AT THE HIGHEST LEVEL IN HISTORY. A GREAT DEAL WAS HEARD ABOUT THE PURGING OF THE CLANDESTINE APPARATUS IN THE LATE 1970s. LESS WELL KNOWN IS THE MASSIVE DEPARTURE OF PROFESSIONALS FROM THE ANALYTIC SIDE OF CIA DURING THE SAME PERIOD. NEARLY HALF OF OUR ANALYSTS LEFT BETWEEN 1977 AND 1981. FROM A LOW POINT IN 1980 OF ONLY 12 NATIONAL ESTIMATES, IN 1983 WE PUBLISHED SOME 50 NATIONAL ESTIMATES AS WELL AS 25 OTHER INTELLIGENCE COMMUNITY ASSESSMENTS. IN ADDITION, WE COMPLETED MORE THAN 800 RESEARCH PROJECTS ON A NEARLY INCONCEIVABLE RANGE OF SUBJECTS FROM SOVIET WEAPONS SYSTEMS TO POPULATION PROBLEMS TO THE IMPLICATIONS OF INTERNATIONAL DEBT. THIS WAS IN ADDITION TO OUR STREAM OF PERIODICALS RANGING FROM DAILIES TO QUARTERLIES.

I WAS ABLE TO TELL THE PRESIDENT HOW OUR DIRECTORATE OF SCIENCE AND TECHNOLOGY HAS COME UP WITH A WHOLE RANGE OF IMPROVED METHODS OF ACQUIRING AND ANALYZING INFORMATION.

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I WAS ABLE TO SPELL OUT HOW, IN 1983, THE KGB HAS TAKEN THE WORST SHELLACKING IN ITS HISTORY IN OVER 20 COUNTRIES ON ALL CONTINENTS AS 117 SOVIET INTELLIGENCE OFFICERS OR THEIR AGENTS DEFECTED OR WERE EXPELLED OR ARRESTED.

IT TOOK ME 20 SINGLE-SPACED PAGES TO SUMMARIZE WHAT WE HAVE ACCOMPLISHED OVER THESE THREE YEARS FOR THE PRESIDENT. I HAVE NO INTENTION OF TAKING YOU THROUGH ALL OF THAT TODAY. BUT I DO WANT YOU TO KNOW THAT THE PRESIDENT REACTED STRONGLY WITH PRIDE AND APPRECIATION TO WHAT YOU HAVE DONE IN REBUILDING AND REVITALIZING THE NATION'S INTELLIGENCE ARM AND EXTENDS HIS APPRECIATION AND CONGRATULATIONS.

THIS WEEK, WITH OUR NATIONAL INTELLIGENCE OFFICERS, I AM PUTTING THE FINISHING TOUCHES ON THE WORLDWIDE BRIEFING WHICH WE GIVE TO THE SIX COMMITTEES OF THE CONGRESS AT THE BEGINNING OF EACH SESSION. TOMORROW, IN THE FIRST OF THESE BRIEFINGS, WE WILL TELL THE SENATE ARMED SERVICES COMMITTEE ABOUT THE LARGE NUMBER OF NEW STRATEGIC WEAPONS WHICH THE SOVIETS HAVE UNDER DEVELOPMENT TO THREATEN US--HEAVY MISSILES, MOBILE MISSILES, CRUISE MISSILES LAUNCHED FROM NEW SUBMARINES AND NEW AIRPLANES. WE WILL TELL THEM OF THE SOVIET POTENTIAL TO DEPLOY A MISSILE DEFENSE SYSTEM NATIONWIDE IN THE EARLY 1990s. WE WILL TELL THEM ABOUT NEW CONVENTIONAL WEAPON SYSTEMS TO BE DEPLOYED TO SUPPORT

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A DOCTRINE OF HIGHLY MOBILE, ARMOR HEAVY MANEUVER FORCES SUPPORTED BY MASSIVE ARTILLERY FIRE AND TACTICAL AIR STRIKES. WE WILL TELL THEM ABOUT SOVIET EXERCISES FOR SIMULTANEOUS CONFLICT IN EUROPE AND THE MIDDLE EAST. WE WILL TELL THEM ABOUT THE WORLDWIDE OCEAN EXERCISE LAST SEPTEMBER FEATURING SIMULTANEOUS ACTIVITY BY SOVIET SEA AND AIR FORCES OF THE NORTHERN BALTIC, BLACK SEA, AND PACIFIC FLEETS AND BY NAVAL FORCES IN THE INDIAN OCEAN AND THE MEDITERRANEAN.

WE WILL SPELL OUT HOW THE GLOBAL REACH OF THE SOVIET UNION HAS EXPANDED OVER THE LAST TEN YEARS AND SOVIET FORCES OPERATING FROM FULL-FLEDGED BASES IN CUBA, VIETNAM, SYRIA, SOUTH YEMEN, ETHIOPIA, LIBYA, ANGOLA, GUINEA, AND 14 ADDITIONAL COUNTRIES ALLOWING MORE LIMITED ACCESS, TO ESTABLISH A SOVIET MILITARY PRESENCE IN EVERY MAJOR REGION OF THE WORLD.

WE WILL SPELL OUT HOW COMMUNIST AND RADICAL ARAB STATES USE 50 MAJOR TERRORIST ORGANIZATIONS, OVER 60 TERRORIST TRAINING CAMPS AND A WIDE ARRAY OF AD HOC TERRORIST GROUPS AND LIBERATION MOVEMENTS TO THREATEN AND ATTACK OUR PEOPLE, DISRUPT THE PEACE AND CREATE DIVISIONS AROUND THE WORLD. PREPARING THESE BRIEFINGS BRINGS HOME VIVIDLY THE TREMENDOUS RESPONSIBILITY WE HAVE TO KEEP TRACK OF, UNDERSTAND AND WARN ABOUT THE EVOLUTION OF AN AWESOME ARRAY OF SOPHISTICATED NEW WEAPONS SYSTEMS, OF NEW MILITARY DOCTRINES AND STRATEGIES, OF THE RISE AND FALL OF NATIONAL ECONOMIES, OF POTENTIAL INSTABILITIES AND CHANGES OF DIRECTION IN COUNTRIES ON WHICH WE DEPEND, OF NEW TECHNOLOGIES

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WHICH AFFECT BOTH OUR SECURITY AND OUR PROSPERITY, OF THE POLITICAL DRIVE TO BREAK UP THE WESTERN ALLIANCE IN EUROPE, OF THE RACE FOR SUPREMACY IN SCIENCE AND TECHNOLOGY. THIS IS THE STUFF OF EVERYDAY LIFE IN THIS ORGANIZATION. MEETING THE CHALLENGE OF DEALING WITH THIS PANORAMA OF FAST MOVING EVENTS BOTH DEMANDS AND BRINGS OUT THE BEST IN ALL OF US.

THE FIRST WEEK OF THE YEAR WE PUT THE FINISHING TOUCHES ON OUR BUDGET FOR FISCAL YEAR 1985. THE PRESIDENT AND THE CONGRESS HAVE BEEN GENEROUS IN GIVING US THE RESOURCES TO BUILD AND IMPROVE OUR CAPABILITY TO MEET THESE CHALLENGES. WE ARE WELL ON THE WAY TO RECOVERING THE GROUND LOST DURING THE 70s.

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To

HANDLE THIS GREATLY EXPANDED FLOW OF DATA, GET IT WHERE IT IS NEEDED, SORT IT OUT AND FIGURE OUT WHAT IT MEANS, WE HAVE DESIGNED AND ARE MODERNIZING OUR COMMUNICATIONS NETWORK, DEVELOPING NEW COMPUTER SYSTEMS AND OTHER ADVANCED METHODS OF MANAGING AND TARGETING THESE COLLECTION SYSTEMS AND PROCESSING AND ANALYZING THE DATA THEY WILL PRODUCE. OVER THESE THREE YEARS OUR HUMAN SOURCE COLLECTION HAS GROWN SUBSTANTIALLY.

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OUR ANALYSTS BEAR

THE BRUNT OF COPING WITH A SHARPLY INCREASED VOLUME OF INFORMATION.

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IN THE LAST THREE YEARS THE BUDGET OF THE DIRECTORATE OF INTELLIGENCE HAS INCREASED BY ALMOST 50 PERCENT AND BY THE END OF THIS YEAR WE WILL HAVE ADDED ANALYSTS TO ITS ROSTER. RESOURCES FOR OUTSIDE EXPERTISE TO HELP AND CRITIQUE OUR ANALYSIS HAVE ALMOST TRIPLED. WE HAVE CONDUCTED A MASSIVE CAMPAIGN TO PUT OUR ANALYSTS IN TOUCH WITH EXPERTS IN THE PRIVATE SECTOR, UNIVERSITIES, THINK TANKS, PRIVATE BUSINESS HERE AND ABROAD. WE HAVE MOVED ANALYSTS INTO THE COMPUTER AGE WITH HUNDREDS NOW HAVING A TERMINAL AT THEIR DESK TO BRING IN NEW REPORTS, ORGANIZE THEM AND BRING THEM BACK AS NEEDED. ONLY WITH IMPROVED METHODS WILL THE SAME NUMBER OF ANALYSTS CIA HAD IN 1960 BE ABLE TO COPE WITH THE FAR BROADER PROBLEMS OF THE 1990s.

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IT SAYS A LOT ABOUT THE IMPROVED PUBLIC ATTITUDE TOWARD THE CIA THAT EVERY YEAR ABOUT A QUARTER OF A MILLION AMERICANS ASK ABOUT SIGNING UP WITH THE CIA. OUR RECRUITERS INTERVIEW ABOUT 20,000 OF THEM AND WE EMPLOY ABOUT 2,000 NEW RECRUITS A YEAR. TO COPE WITH THIS INCREASED HIRING, TO DEVELOP NEW SKILLS AND HELP ALL OF US DO BETTER AND MORE RELEVANT WORK, OUR TRAINING CAPABILITIES HAVE BEEN EXPANDED AND IMPROVED WITH NEW COURSES AND PROGRAMS. THIS SPRING WE WILL BREAK GROUND FOR A NEW BUILDING ON THIS CAMPUS WHICH WILL GIVE US ALMOST AN ADDITIONAL MILLION SQUARE FEET OF SPACE AND GREATLY IMPROVE THE COMFORT AND EFFICIENCY WITH WHICH WE WILL BE ABLE TO DO OUR WORK.

ALL OF US CAN TAKE PRIDE IN WHAT WE HAVE UNDER WAY, AND HOW WE HAVE USED THE RESOURCES THAT HAVE BEEN PROVIDED US. THE

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PRESIDENT HAS CALLED FOR A STILL LARGER INCREASE IN 1985, AND IN 1986 WE WILL HAVE COMPLETED MOST OF THE BUILDUP PROJECTED THREE YEARS AGO. BUT THE PROBLEMS WILL BE GREATER AND MORE COMPLEX. THE AMOUNT OF DATA BEING COLLECTED WILL THREATEN TO INUNDATE US. WE WILL BE ABLE TO STAY ON TOP OF IT AND MEET OUR RESPONSIBILITIES ONLY BY HIGHER QUALITY PERFORMANCE. WE ARE WELL INTO THE PROCESS OF RESTORING OURSELVES QUANTITATIVELY. OUR THRUST FOR THIS YEAR AND BEYOND MUST BE TO IMPROVE THE QUALITY OF OUR SKILLS, OF OUR PERFORMANCE AND OF THE SERVICE WE PROVIDE OUR CUSTOMERS.

WE START WITH WHAT IS PROBABLY THE MOST PROFESSIONAL AND DEDICATED WORK FORCE IN THE US GOVERNMENT. WE HAVE TRADITIONALLY MAINTAINED A POSITION ON THE LEADING EDGE OF TECHNICAL ACHIEVEMENTS IN THE COLLECTION AND HANDLING OF INFORMATION. THE QUALITY OF OUR ANALYSIS IN MANY AREAS SURPASSES THAT PRODUCED ANYWHERE ELSE IN THE FEDERAL GOVERNMENT--OR, FOR THAT MATTER, IN THE PRIVATE SECTOR. WE NEED TO CONTINUE TO ATTRACT AND RETAIN SOME OF THE BEST MINDS AVAILABLE IN ANALYTICAL, OPERATIONAL AND TECHNICAL SPECIALTIES. WE NEED TO RECRUIT YOUNG PEOPLE WITH BRAINS, CREATIVITY, DEDICATION AND DRIVE. WE OFFER THEM THE OPPORTUNITY TO PARTICIPATE IN AN ORGANIZATION UNIQUE IN THE CHALLENGES IT FACES, IN THE RESPONSIBILITY IT CARRIES, IN THE SPIRIT AND CAN-DO QUALITIES IT MANIFESTS. EVERY ONE OF US SHOULD MAKE IT PART OF OUR RESPONSIBILITY TO BE ALERT TO PEOPLE WHO CAN MEET OUR STANDARDS, TO CONVEY THE MESSAGE THAT THERE IS A SPECIAL PRIVILEGE AND A SPECIAL SATISFACTION IN OUR WORK AND DO WHATEVER WE CAN TO PROVIDE THE EXAMPLE, THE LEADERSHIP, THE GUIDANCE AND THE OPPORTUNITY TO HELP NEW ARRIVALS DEVELOP AS WE WOULD LIKE THEM TO.

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CIA MUST HAVE DONE THIS WELL OVER THE YEARS. LET US NOW FOCUS MORE CONSCIOUSLY ON DOING IT BETTER AND MORE COMPREHENSIVELY. WE NEED TO BECAUSE WE ARE CARRYING OUR PRESENT LOAD ONLY BY ENLISTING MANY HUNDREDS OF RETIREES WITH PROVEN EXPERIENCE AND ABILITY. SOMETIME WE WILL HAVE TO FILL THAT GAP FROM BELOW AND THE RAPID ACCUMULATION OF NEW THREATS, PROBLEMS, CONCERNS FOR US TO HANDLE PROVIDES THE OPPORTUNITY AND THE PRESSURE TO BRING OUR NEW RECRUITS AND YOUNGER PEOPLE ALONG RAPIDLY TO HIGHER RESPONSIBILITY AND BETTER PERFORMANCE.

WE MUST REMEMBER THAT CIA WAS A MUCH SMALLER GROUP OF PEOPLE. MANY OF WHOM KNEW EACH OTHER AND HAD WORKED TOGETHER BEFORE WHEN THE SPIRIT AND ATTITUDES WE CHERISH WERE DEVELOPED. WE NOW HAVE MORE NEW PEOPLE THAN WE'VE HAD IN A VERY LONG TIME. WE NEED TO TAKE SPECIAL CARE THAT WE PRESERVE, TRANSMIT AND REVIEW THE QUALITIES INSTILLED OVER 35 YEARS.

GOOD AS WE ARE, THESE NEW CHALLENGES DEMAND THAT WE WORK TO IMPROVE OUR PERFORMANCE. HOW DO YOU GET SUPERIOR AND MORE SUPERIOR PERFORMANCE FROM A LARGE ORGANIZATION. THE PURSUIT OF EXCELLENCE--LESSONS FROM AMERICA'S BEST RUN COMPANIES IS THE NAME OF A BOOK WHICH HAS FOR MANY MONTHS NOW REPLACED AT THE TOP OF THE BEST SELLER LIST GUIDES ON SEX, ON HOW TO GET RICHER AND ON HOW TO LIVE HIGH ON THE HOG WITHOUT GETTING FAT OFF. IT EXAMINES THE IBMS, THE BOEINGS, THE HEWLETT-PACKARDS, THE MINNESOTA MININGS, THE McDONNELLS, THE BECHTELS AND SOME 30 OTHER OUTSTANDING CORPORATE PERFORMERS TO SEARCH OUT WHAT IT IS

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THAT ACCOUNTS FOR THEIR LEADERSHIP, THEIR SUPERIOR SERVICE AND GENERAL PERFORMANCE. MUCH OF THE QUALITIES RUN THROUGH THESE ENTERPRISES ENGAGED IN MANY DIVERSE ACTIVITIES--A BIAS FOR ACTION, THE CLOSEST ATTENTION TO SERVING THE CUSTOMER, ENCOURAGING ENTREPRENEURSHIP IN THE ORGANIZATION, LOOKING TO THE RANK AND FILE AS THE ROOT SOURCE OF QUALITY IN PERFORMANCE, FOSTERING LEADERSHIP AND INNOVATION AT ALL LEVELS, PRACTICAL RISK-TAKING, LEAN STAFFS, LOTS OF SMALL TASK FORCES TO TACKLE SPECIFIC PROBLEMS IN A SHORT TIME FRAME, EMPHASIS ON FLEXIBILITY, ON RAPID AND EFFECTIVE LEARNING, ON ADAPTATION AND COMMITMENT. IN A VARIETY OF WAYS THEY ENCOURAGE INITIATIVE, SALT THEIR ORGANIZATIONS WITH GOOD YOUNGER PEOPLE, SUPPORT SELF-STARTERS, CREATE TASK FORCES WITH SHORT TIME FUSES TO REACT QUICKLY, BREAK NEW GROUND, TACKLE NEW PROBLEMS, CROSS FERTILIZE EXPERIENCE AND KNOWLEDGE. THEY REQUIRE THEIR MANAGERS AND STAR PERFORMERS TO LEAD AND DEVELOP YOUNGER PEOPLE BY FORCE OF EXAMPLE, IDENTIFY THEIR COMERS AND RESPONSIBILITY TO FORCE THE PACE OF THEIR DEVELOPMENT. THESE AND OTHER APPROACHES TO DEVELOPING PEOPLE AND GENERATING SUPERIOR PERFORMANCE AND EXCELLENCE ARE LAID OUT WITH FASCINATING EXAMPLES IN THE BOOK PURSUIT OF EXCELLENCE. SOME OF OUR SENIOR MANAGERS HAVE ALREADY BOUGHT COPIES FOR THEIR ASSOCIATES AND I AM HAVING OUR LIBRARY ACQUIRE ENOUGH COPIES SO THAT ANYONE WHO WANTS TO LOOK AT A COPY WILL NOT HAVE TO WAIT VERY LONG.

WE HAVE IN CIA MANY OF THE FEATURES THAT CHARACTERIZE THESE HIGH-POWERED PRIVATE ORGANIZATIONS. WHEN WE AWARDED THE SIS BONUSES HERE LAST WEEK, WE RECOGNIZED INDIVIDUALS WHO CARRY THE

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PRINCIPAL RESPONSIBILITY IN OUR GOVERNMENT FOR ASSESSING THE SOVIET STRATEGIC THREAT, FOR COPING WITH THE SOVIET-CUBAN THREAT TO OUR HEMISPHERE, FOR MODERNIZING A WORLDWIDE COMMUNICATIONS SYSTEM WHICH HAD BECOME OBSOLETE, FOR WATCHING SOVIET VIOLATIONS OF ARMS CONTROL AGREEMENTS. WE ARE MOVING YOUNGER PEOPLE INTO GREATER RESPONSIBILITY WITH SIS-01s AND -02s BEING TAPPED AS OFFICE DIRECTORS AND GS-13s AND -14s RUNNING MAJOR LOGISTICAL AND TRAINING OPERATIONS IN COUNTRIES WHERE OPERATIONS OF WORLDWIDE IMPORTANCE ARE BEING CONDUCTED. WE HAVE HAD GS-11s AND -12s BRIEFING THE PRESIDENT AND WORKING ON TASK FORCES TACKLING HIGH NATIONAL CONCERNS ABOUT INSURGENCIES, ABOUT TERRORISM, ABOUT DECEPTION AND DAMAGE TO OUR INTELLIGENCE CAPABILITIES, ABOUT THE STABILITY OF MAJOR COUNTRIES IN WHICH WE HAVE BIG STAKES. WHERE ELSE CAN YOUNG PEOPLE GET THAT KIND OF A CHALLENGE?

WE DO REACT AND RESPOND BY PUTTING PEOPLE TOGETHER IN A ROOM TO ASSESS PERFORMANCE, REACT QUICKLY AND LAY ON CRASH EFFORTS TO IMPROVE OUR CAPABILITIES TO MEET NEW AND NEWLY PERCEIVED NEEDS AND OPPORTUNITIES. FOR EXAMPLE, WE DID PRODUCE THE BASIC INTELLIGENCE AND A STREAM OF REPORTS ON WHAT THE CUBANS AND SOVIETS WERE DOING IN GRENADA, ON THE THREAT TO THE MARINES IN BEIRUT, AND ON THE PROSPECT OF A MILITARY TAKEOVER IN NIGERIA. WITHIN WEEKS OF THOSE EVENTS, OUR AFTER ACTION ASSESSMENT RESULTED IN TASKING THE IDENTIFICATION OF A GROUP OF OFFICERS WITH THE APPROPRIATE LINGUISTIC AND CULTURAL ATTRIBUTES AND PREPARING THEM TO BE QUICKLY SENT TO AN AREA OF SUDDEN AND UNEXPECTED INTEREST, THE CREATION OF AN INFORMAL NETWORK OF

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ANALYSTS WORKING ON THE TERRORIST THREAT THROUGHOUT THE INTELLIGENCE COMMUNITY AND LINKING THEM TOGETHER WITH QUICK SECURE COMMUNICATIONS AND A CRASH DRIVE WITH MILITARY INTELLIGENCE AND ADVISORY PEOPLE STATIONED OVERSEAS TO IMPROVE OUR KNOWLEDGE OF THIRD WORLD MILITARY LEADERS AND ESTABLISHMENTS. WE NEED MORE OF THAT AND GOD KNOWS WE HAVE THE NEEDS AND THE PROBLEMS TO PROVIDE ALL OUR PEOPLE WITH CHALLENGE AND OPPORTUNITY FOR INNOVATION. I CHALLENGE THOSE OF YOU WHO PARTICIPATE IN THE VARIOUS MECHANISMS WITHIN OUR CAREER SERVICES TO THINK WIDELY AND DEEPLY ABOUT REWARDING PERFORMANCE AND INNOVATION AND CREATIVITY AND IDEAS, AND TO SEEING TO IT THAT ALL OF OUR PERSONNEL PROCESSES ADVANCE THESE OBJECTIVES. THIS APPLIES TO ALL OF YOU WHO SUPERVISE, WHO WRITE PARs, WHO RECOMMEND PROMOTIONS OR PROPOSE BONUSES, OR WHO PARTICIPATE IN THE IMPORTANT DELIBERATIONS OF OUR MANY PANELS. IN SHORT, IT APPLIES IN ONE FORM OR ANOTHER TO NEARLY EVERY ONE OF YOU. I FURTHER CHALLENGE EACH OF YOU TO CONSIDER AGAIN WHAT A PROFESSIONAL INTELLIGENCE OFFICER SHOULD BE LIKE IN THE 1980s AND THE 1990s--AND TO REDOUBLE YOUR EFFORTS TO SEE THAT WE FIND AND ENCOURAGE AND DEVELOP MORE OF THEM. I ENCOURAGE YOU TO LEAVE LOTS OF ROOM IN YOUR DEFINITION OF THE PROFESSIONAL INTELLIGENCE OFFICER FOR BREADTH OF VISION AND PERSPECTIVE--AS WELL AS DEPTH OF EXPERIENCE AND EXPERTISE. I SEE OUR CAREER SERVICES AS THE PROPER PLACE TO FOCUS OUR CONCERNS FOR DEVELOPING PROFESSIONAL INTELLIGENCE OFFICERS AND OUR EXECUTIVE COMMITTEE WILL SOON CONSIDER A PROPOSAL TO RE-EXTEND OUR CAREER TRAINEE PROGRAM TO ALL ELEMENTS OF THE AGENCY.

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THOSE WHO WILL BE OUR FUTURE MIDDLE AND SENIOR LEVEL MANAGERS WILL BE JUDGED LARGELY ON THEIR RECORD IN IDENTIFYING AND DEVELOPING TALENT. THE PROCESS OF MAKING ASSIGNMENTS--DECIDING HOW MUCH AND WHAT KIND OF EXPERTISE MUST BE FOCUSED ON THE VARIOUS TASKS WHICH CONFRONT US, AND DECIDING TO WHOM TO ENTRUST THESE TASKS--IS OF CRITICAL IMPORTANCE. SOME ASSIGNMENTS STRETCH THE CAPABILITIES OF OUR PEOPLE--SOMETIMES SETTING THE STAGE FOR GREAT GROWTH. OTHER ASSIGNMENTS MERELY TAKE ADVANTAGE OF WHAT A PERSON ALREADY KNOWS HOW TO DO. AS YOU CARRY OUT THIS ESSENTIAL TASK, CONSIDER THE PERSONAL DEVELOPMENT ASPECTS OF EACH ASSIGNMENT AS CAREFULLY AS YOU DO THE NEED TO ACCOMPLISH SUCCESSFULLY WHATEVER TASK IS AT HAND.

YOU WILL FIND OTHER WAYS TO FOSTER AN ATMOSPHERE OF CHALLENGE AND OPPORTUNITY, A PRACTICE OF TASKING AND ASSIGNING RESPONSIBILITY WHICH WILL TEST AND CHALLENGE OUR YOUNGER PEOPLE, BRING THEM MORE RAPIDLY INTO HIGHER AND BROADER RESPONSIBILITY, AND INSTILL IN THEM A SENSE OF PURPOSE AND CONFIDENCE IN THEIR CAPABILITIES.

IT ALL BOILS DOWN TO A QUEST FOR EXCELLENCE. THAT IS AND ALWAYS HAS BEEN ALIVE AND WELL IN THIS ORGANIZATION. HOW CAN WE INTENSIFY AND TRANSMIT THAT ASPIRATION TO EVERY CORNER OF THIS ORGANIZATION, BRING OUT LATENT TALENT FROM WHEREVER IT EXISTS. WEEK BEFORE LAST I SPENT A DAY VISITING IBM'S RESEARCH CENTER IN UPSTATE NEW YORK AND CAME AWAY WITH NEW INSIGHT INTO HOW QUALITIES OF THRUST AND DRIVE, FLEXIBILITY AND RESPONSE TO CHALLENGE AND THE QUEST FOR EXCELLENCE CAN BE MADE TO PERVADE AND ANIMATE A HUGE

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ORGANIZATION. A MAJOR KEY TO IBM'S SUCCESS IN MAINTAINING HIGH PERFORMANCE, FOCUS AND DRIVE IN MANY LARGE COMPONENT ORGANIZATIONS SPREAD ALL OVER THE WORLD IS A STATEMENT OF OBJECTIVES AND PRINCIPLES WHICH THEY TAKE VERY SERIOUSLY. WE HERE AND OTHERS IN GOVERNMENT HAVE A CODE OF CONDUCT WHICH PRIMARILY TELLS US WHAT NOT TO DO. THAT IS IMPORTANT AND MUST NOT BE NEGLECTED. BUT WE ALSO NEED TO HAVE EVER IN OUR MINDS A CALL TO ACTION, A STATEMENT OF POSITIVE PURPOSE, AN ARTICULATION OF STANDARDS OF EXCELLENCE TO WHICH WE CAN RALLY AND ASPIRE.

I BELIEVE AN ARTICULATION OF OUR POSITIVE OBJECTIVES CAN INTENSIFY THE EXCELLENCE WE HAVE ACHIEVED HERE AND SPREAD IT MORE BROADLY. HEWLETT-PACKARD RELIES ON ITS CLEARLY STATED AND AGREED ON STATEMENT OF CORPORATE OBJECTIVES TO GIVE ITS PEOPLE FREEDOM AND RESPONSIBILITY TO WORK TOWARD THOSE STATED GOALS IN WAYS THEY FIND BEST IN THEIR AREAS OF RESPONSIBILITY.

HOW DO WE GET SUCH A STATEMENT OF PURPOSE AND ARTICULATION OF STANDARDS OF EXCELLENCE FOR THIS ORGANIZATION IN A WAY WHICH DEVELOPS FROM WITHIN THE ORGANIZATION AND REFLECTS THE VIEWS, ASPIRATIONS AND THE EXPERIENCE OF ALL OUR PEOPLE AND, ABOVE ALL, HAS THEIR COMMITMENT. IN THE YEARS I'VE BEEN HERE, I'VE VISITED MORE THAN 50 OF OUR STATIONS AND BASES AND HAVE VISITED A GOOD MANY ELEMENTS OF THE ORGANIZATION HERE IN THE CAPITOL AREA. I DO AS MUCH OF THIS AS I CAN FIND TIME FOR BECAUSE I ALWAYS LEARN AND FEEL BETTER FROM TALKING WITH YOU ONE TO ONE OR IN SMALL GROUPS. RECENTLY, I REALIZED THAT I HAD NOT BEEN IN

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CONTACT WITH ENOUGH OF THE ___ COMMITTEES WE HAVE IN THE COMMUNITY AND THE ___ COMMITTEES WE HAVE IN THE CIA. SO I WROTE A SHORT NOTE TO THE CHAIRMAN OF EACH COMMITTEE ASKING FOR A SHORT NOTE TELLING ME WHAT THE COMMITTEE WAS UP TO, HOW WELL IT WAS DOING AND HOW IT MIGHT DO BETTER. I GOT GOOD RESPONSES WHICH LED TO GOOD, PURPOSEFUL MEETINGS WITH AND VALUABLE NEW PROJECTS FOR MORE ACTIVE ONES AND THE EXTINCTION OF SOME WHICH HAD SERVED THEIR PURPOSE.

FOR THIS BROADER PROPOSE, I'M PROPOSE TO INSTITUTE A PROCESS TO GET WITHIN A SHORT TIME FRAME GET A BROAD EXAMINATION OF WHAT WE ARE ABOUT, WHAT IT IS WE WANT TO FOSTER AND ENCOURAGE, AND THE KIND OF THINGS WE CAN DO TO ACCOMPLISH THAT. FROM THIS WE WILL DEVELOP A STATEMENT OF PURPOSE APPLICABLE TO THIS ORGANIZATION, TO OUR MISSION, TO THE KIND OF CUSTOMERS WE SERVE, AND TO THE KIND OF WORK ENVIRONMENT AND TASKS WHICH OUR MISSION REQUIRES. OUT OF THIS EXERCISE I BELIEVE WE CAN LEARN AND TEACH EACH OTHER A LOT. I WOULD LOOK FOR THE KIND OF POSITIVE STATEMENT OF PURPOSE AND STANDARDS OF EXCELLENCE WHICH WILL SUPPLEMENT THE CODE OF CONDUCT WHICH NOW TELLS US HOW WE MUST BEHAVE AND WHAT WE MUST NOT DO. OUT OF IT I BELIEVE WILL COME A HIGHER SENSITIVITY TO HOW WE CAN ENCOURAGE CREATIVITY, INDEPENDENCE OF ACTION, ENTREPRENEURSHIP, SMALL TASK FORCES ROLLING UP THEIR SLEEVES, TAKING ON A PROBLEM AND GETTING SOMETHING DONE WITHIN A RELATIVELY SHORT TIME FUSE. THAT'S THE WAY TO MAKE THINGS MOVE, TO GET SUPERIOR PERFORMANCE IN ANY ORGANIZATION--SET TASKS, SET DEADLINES, MAKE DECISIONS. NO DECISION IS A DECISION. ACT. STAY FLEXIBLE.

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CHANGE COURSE IF EXPERIENCE INDICATES. GET IT DONE AND MOVE ON.
THAT'S THE TEMPO WE WANT AND NEED HERE.

HOW DO WE GET THIS DONE. SOME 15 YEARS AGO THE STATE DEPARTMENT, AFTER A SERIES OF OUTSIDE PANELS AND COMMISSIONS CREATED BY PRESIDENTS, BY CONGRESS AND EVEN SELF-APPOINTED PRODUCED PONDEROUS AND UNREAD REPORTS, DECIDED TO EXAMINE ITSELF TO SEE HOW IT COULD DO BETTER. TWO HUNDRED AND FIFTY FOREIGN SERVICE OFFICERS DEPLOYED THEMSELVES INTO 13 SEPARATE TASK FORCES AND LABORED FOR 11 MONTHS TO PRODUCE THIS VOLUME UNDER THE LABEL DIPLOMACY FOR THE SEVENTIES. THAT'S NOT WHAT WE'RE GOING TO DO. IT MAY HAVE BEEN A GOOD EXERCISE FOR THE STATE DEPARTMENT. OUR STYLE IS DIFFERENT. WE LOOK FOR PROBLEMS AND NEEDS, WE SEARCH FOR AND MARSHAL THE EXPERIENCE AND TALENT TO RESPOND, GET IT DONE AND MOVE ON TO THE NEXT THING AS QUICKLY AS POSSIBLE. WE WANT TO EXTEND THAT SPIRIT, THAT STYLE, THAT TEMPO TO OUR NEW RECRUITS AND MORE WIDELY AMONG THOSE ALREADY HERE. WE'LL DO IT WITH A TASK FORCE. IT WILL BE A BIG AND LOOSELY STRUCTURED TASK FORCE. IT WILL ENCOURAGE AND PROVIDE OPPORTUNITY FOR INDEPENDENT INITIATIVE AND THOUGHT FROM ALL LEVELS. IT WILL BE SHARPLY FOCUSED AND HAVE A SHORT TIME FUSE. EVERY MANAGER WILL RECEIVE A PACKAGE CONSISTING OF A DRAFT STATEMENT OF OUR OBJECTIVES AS AN ORGANIZATION, A SAMPLE OF COMPARABLE STATEMENTS DEVELOPED AND PROMULGATED BY A FEW OTHER ORGANIZATIONS OF OUTSTANDING QUALITY AND A QUICK SUMMARIZATION OF FEATURES AND METHODS THE AUTHORS OF THIS BOOK FOUND IN THE MOST EFFECTIVE PRIVATE ORGANIZATIONS OUR COUNTRY HAS DEVELOPED. EACH MANAGER WILL BE EXPECTED TO USE HIS

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JUDGMENT ON HOW BEST TO GET THE PEOPLE HE WORKS WITH INVOLVED IN CRITIQUING AND IMPROVING THE DRAFT STATEMENT OF OBJECTIVES AND GETTING THEIR BROAD UNDERSTANDING, ACCEPTANCE AND COMMITMENT TO THOSE OBJECTIVES. I WILL BE AWAY FOR ABOUT HALF OF NEXT MONTH AND I WILL EXPECT EACH MANAGER TO HAVE BY 22 FEBRUARY A SUCCINCT MEMO SUMMARIZING THE THOUGHTS AND RECOMMENDATIONS DEVELOPED AMONG HIS PEOPLE. I WILL READ AND DISCUSS THEM CAREFULLY AND WE WILL PROMULGATE A STATEMENT OF OUR ORGANIZATIONAL OBJECTIVES BEFORE FEBRUARY IS GONE.

WE DON'T DO BADLY NOW. WE CAN DO BETTER. WE OWE IT TO OURSELVES, TO EACH OTHER, AND TO OUR COUNTRY.

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