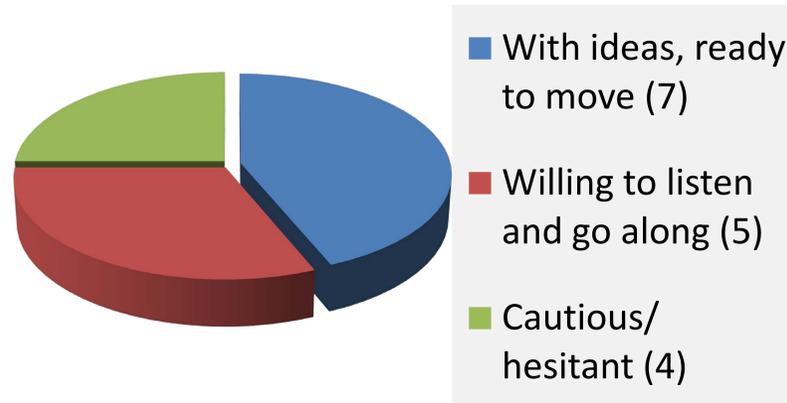


Culture Change at WFO Phoenix – January 2010 Case Study

Gary Woodall, WFO PSR

What I Found...



Overall desire to “do well”
 Needed follow-through and marketing

Setting the Creative Tone

Empowering with accountability
“Go for it, and finish the job”
 Developed a “critical mass” of progressives
 Made use of office expertise
 Hire for attitude, train for skills

Encouraging the Hesitant

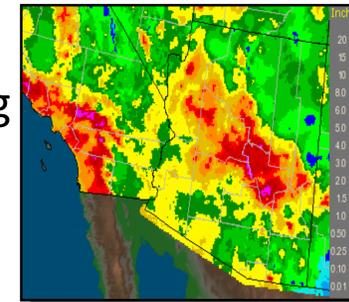
Didn’t push too hard
 Allowed them to discover at their own pace
 3 have at least partially embraced new concepts
 Recognize everyone’s contributions

Providing Feedback

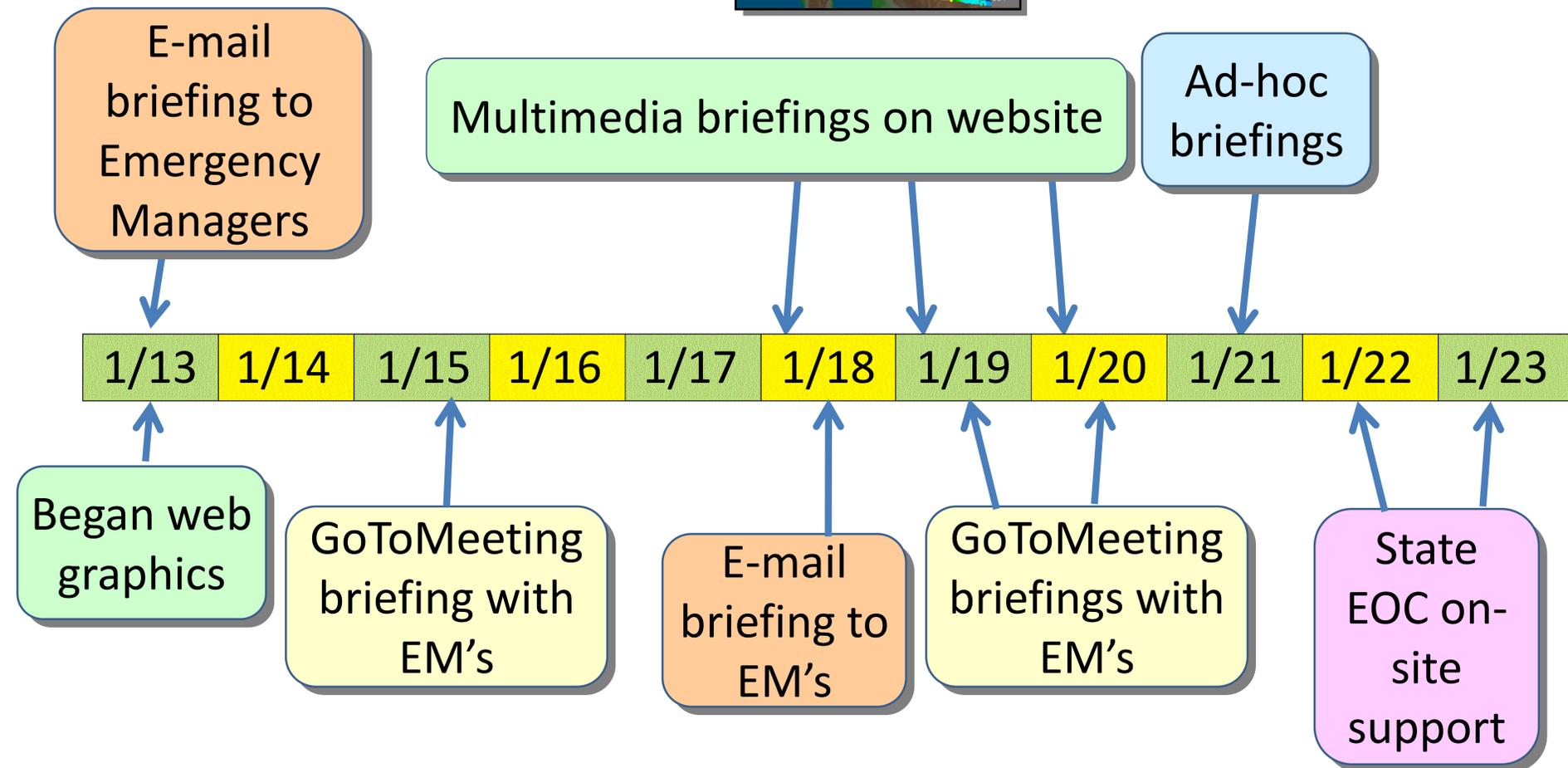
Customer comments >> my comments
 Successful new project – celebrate the accomplishment
 Unsuccessful project – praise the effort, learn from results
 Awards for “over and above” efforts

DSS Growth: January 2010 Weather Event

Series of powerful storms 1/18-22
 10+ inches of rain, widespread flooding
 Tornado, widespread high winds



Staffed for DSS
 Made use of “critical mass”
 Impact-based levels of support



Future Plans

Ops area reorganization, incorporating SAD
 Enhanced web services
(more multimedia, eventually Social Media?)
 Playbooks for various weather scenarios
(anticipated impacts, level of DSS needed, staffing/duty assignments to accomplish operations)

