



CSIS Global Strategy Institute Annual Conference

- “Strategy without tactics is the slowest route to victory, tactics without strategy is the noise before defeat” *Sun Tzu*
- “This strategy represents our policy for all time, until its changed” *Marlin Fitzwater*
- “Strategy however beautiful, should occasionally be looked at for results” *Winston Churchill*
- “A satisfied customer, is the best business strategy of all” *Michael LeBoeuf*

Shep Hill
Sr. VP Business Development and Strategy
The Boeing Company



People working together as a global enterprise for aerospace leadership

Strategies

- Run healthy core businesses
- Leverage strengths into new products and services
- Open new frontiers

Core competencies

- Detailed customer knowledge and focus
- Large-scale systems integration
- Lean enterprise

Values

- Leadership
- Integrity
- Quality
- Customer satisfaction
- People working together
- A diverse and involved team
- Good corporate citizenship
- Enhancing shareholder value

www.boeing.com/vision

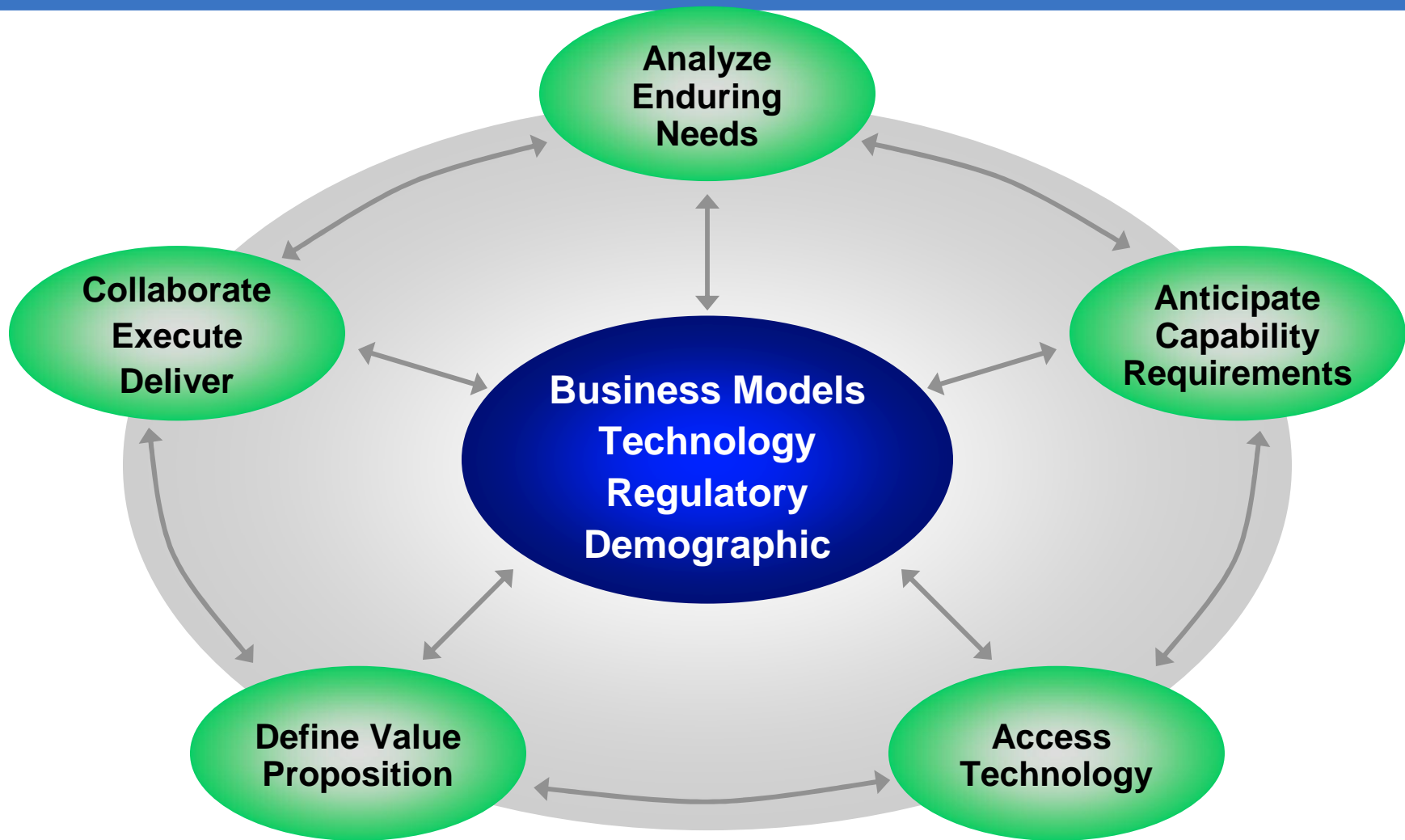
2016

VISION

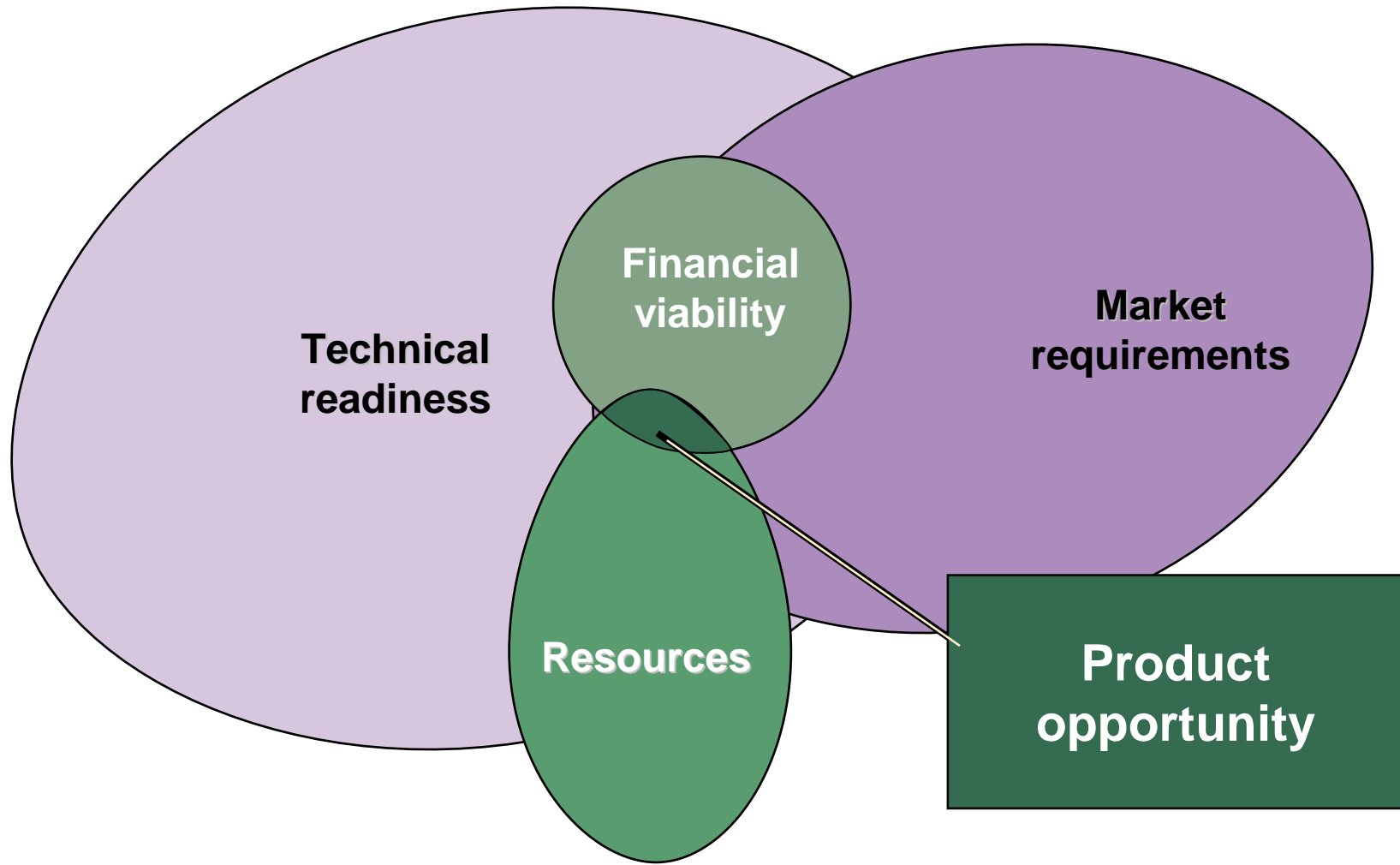
Vision – Strategy – Plan - Action

- Vision – Market driven, customer inspired, financially grounded
- Operationalized – Long Range Business Plan
 - Strategic Objectives
 - Differentiation Strategy
 - Issue/Impediment Identification
 - Action Plans – VSPs at all levels throughout the organization
 - Review, Update, Measure
- Buy-In – Performance to Plan Tied To Incentive Compensation

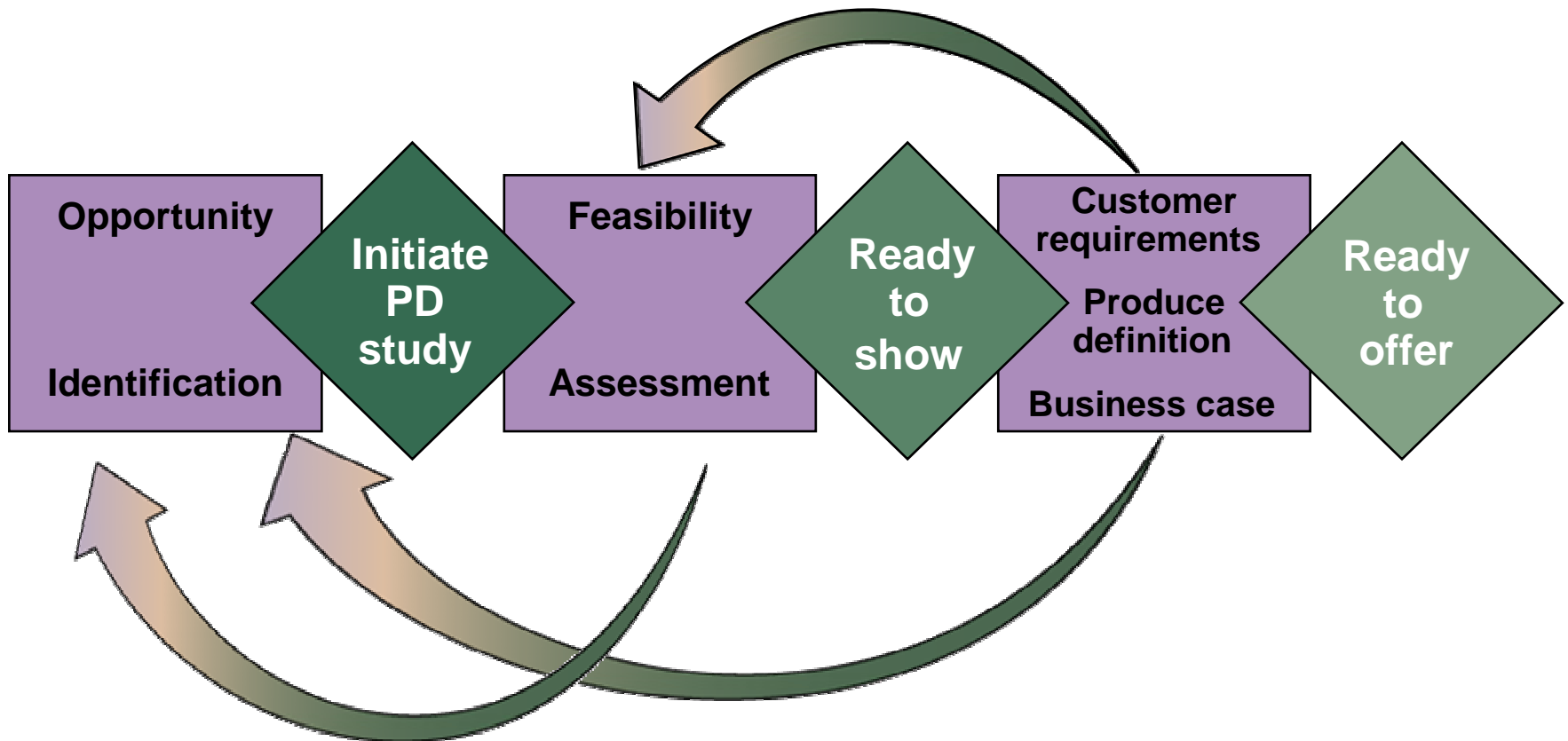
Shaping the Future



Product Opportunity Drivers



“Gated” Process Ensures Bringing the Right Product to the Market



Moving FCS from Concept to Reality

Concept & Technology Development (CTD Phase)

- 1 *Concept studies & customer feedback*

One Team Framework

- 2 *Army-LSI Partnership*
- 3 *Best of Industry Team*

Spiral Development

- 4 *Integration Phases for FCS SDD; SoS Modeling and Simulation*

Spin Out

- 5 *To Current Force; Integrate Current & Future*

Design/Build/Integrate/Test

- 6 *Experimentation, Soldier Exercises*

