



US Marine Corps Marine Combat Ready Day!

“The US Marine Performance Measures Work Group developed an aggregate measure that links fiscal resources to readiness—a first for the USMC. We could not have found a better consultant for this time-sensitive, critical task.”

*— Charles E. Cook III, Director, Fiscal Division Headquarters,
Marine Corps*

The charge: Develop a single, aggregate measure that demonstrates the link between United States Marine Corps combat readiness to the fiscal expenditures in the Operations and Maintenance (O&M) programs (\$4 billion annually).

This measure had to be easily understood by those outside of the Marine Corps, such as key stakeholders, members of Congress, and the American people. The measure had to provide implementation guidance to those in the field. The equation had to be simple and integrated.

For several years the Marines sought to develop one aggregate performance measure for this portion of the budget. Weidner and the Marines developed the measure in two days. The dedication of the Marine Working Group combined with the expertise of Weidner consultants enabled the goal of a single measure to become reality.

Result: The measure developed in one day, the 'Marine Combat Ready Day', is focused on Combat Marines, not equipment. The Marine Corps did not need to collect any new data because the measure uses available data generated by Marine Corps commanders. The measure was quickly accepted and approved by the Secretary of Defense, Donald Rumsfeld.



After the design and approval of the measure, Weidner facilitated the Work Group through the steps involved in aggregating the data to express the measure. Weidner also helped the Marines develop change management and communications strategies to ensure that Corps commanders understood the measure. It was also imperative that they understood the strategies for using the measure for all funding used to support Combat Marines.

