How Prime Contractors Engage HBCUs/MIs/PTACs
Moderator: Dr. Bree Morrison with Panel
Introduce Panel Members

Jeff Krongaard – jskrongaard@Raytheon.com,
Samuel Washington – samuel_washington@subr.com
Tizoc Loza – tizoc.loza@nga.com
Topics

• Enabling
• Engaging
• Sustaining
• Take Aways
Panel Discussion
Trains and Team Experiences
Business Relationship Components

Tangible
• “having physical existence and/or form, or discernible through one or more senses.”

Intangible
"that cannot be assessed, felt, measured, or moved because it has no physical substance."

Source: www.businessdictionary.com
Alignment Factors and Cracks

**Tangibles**
- Customers
- Plan
- People
- **Communications**
- Structure
- Programs
- Processes
- Metrics
- Proposals
- Contracts
- Vetting
- Project

**Intangibles**
- Perceptions
- Creditability
- Quality
- **Communications**
- Goodwill
- Confidence
- Responsiveness
- Authentic
- Respect
- Integrity
- Trust
- Loyalty

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Take Aways

• Prioritize your needs before engaging others
• Examine tangible and intangible components
• Build team potential list to identify core strengths
• Visit early potential team sites and engage interns
• Practice frequent and authentic communications
Thank You For Participating