

Leading Through Connections

Insights from the
Global Chief Executive
Officer Study

National Aeronautics and Space Administration

Embracing openness within strong core values

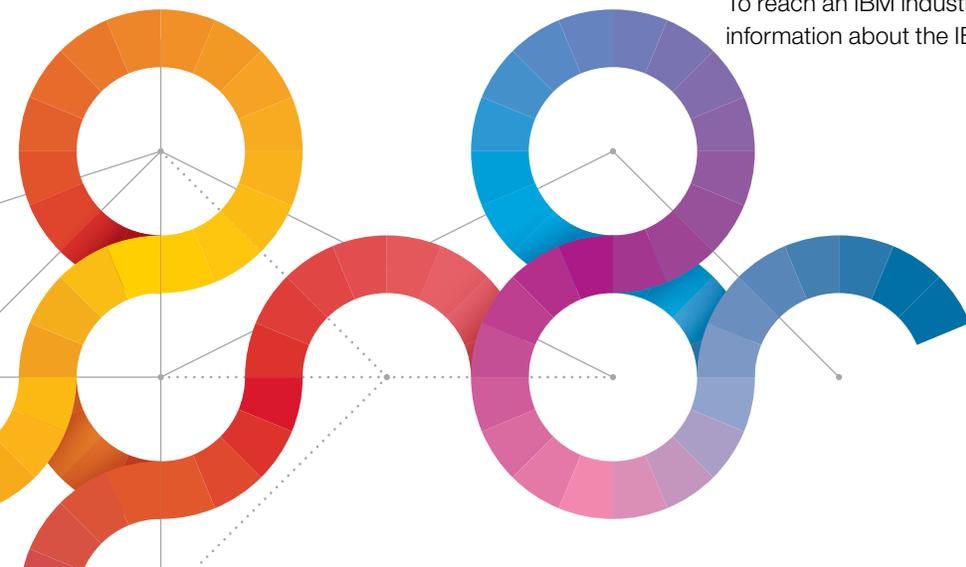
The U.S. National Aeronautics and Space Administration (NASA), created in 1958, has accomplished numerous great scientific and technological feats in air and space. Its scientists, engineers and other professionals explore Earth and space to benefit mankind. Critical to mission success is teamwork, one of the agency's core values – the others are safety, integrity and excellence.

The Open Government Initiative is a movement to adapt to a changing external environment; embrace new technologies; engage with citizens; and encourage collaborations and partnerships. For NASA, openness and values are key elements of an operational framework guiding how it interacts with employees, and the public at large.

NASA has over 18,000 employees plus contractors who work in seven test and research facilities, and ten field centers around the country. Enabling collaboration among these geographically dispersed groups is a top priority.

NASA leverages wikis extensively to support and facilitate internal collaboration. Other internal collaboration tools include ExplorNET, which enables the creation of shared user profiles and launched 61 communities in its first 45 days of use. A Twitter-like tool for employee communication has also been enthusiastically received. A growing number of mobile apps for NASA-only audiences are distributed centrally by the Center for Internal Mobile Applications (CIMA). By providing employees the means to collaborate at scale, NASA has made it easier to share success stories, locate expertise and increase productivity across the agency.

To reach an IBM industry expert, contact iibv@us.ibm.com and for more information about the IBM CEO Study, please visit ibm.com/ceostudy.





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