



Conference Theme

“Building a Culture of Innovation”

Purpose of the conference is to:

- **Educate** the SOCOM Commander and Staff on the ingredients necessary to create a more innovative culture.
- **Acknowledge** potential innovative thoughts and ideas and consider their integration within the headquarters.
- **Encourage** the staff to pursue innovative solutions and processes within the command.

On behalf of United States Special Operations Command (USSOCOM), I want to thank you for your support and participation in “Building a Culture of Innovation” conference aboard MacDill AFB, Tampa FL. The primary purpose of this conference is to educate our command on the ingredients necessary to create a more innovative culture to meet the demands and lead the way in a constantly changing global environment. The conference will serve as a starting point for future innovative initiatives and will establish a relationship with those who can encourage audacious ideas and decisive actions.

We are asking each of you to engage with our speakers and panel discussions in rigorous discourse on fostering a culture of innovation, enabling us to reform what our team believes is within the realm of the possible at USSOCOM. We encourage all who will attend to come with an open mind and shake the paradigms of old. An innovative culture, when wholly embraced and encouraged, will enhance and improve the entire USSOCOM enterprise, improve the knowledge and capabilities of our workforce and continue to make us the most agile and effective warfighting organization in the world.

WILLIAM H. McRAVEN
Admiral, U.S. Navy
Commander

USSOCOM Innovation Conference

January 7 – 9, 2013

Davis Conference Center, MacDill Air Force Base

Building a Culture of Innovation