

# Better Buying Power Principles



*By: Frank Kendall*

**Principle 1: Continuous improvement will be more effective than radical change.**

**Principle 2: Data should drive policy.**

**Principle 3: Critical thinking is necessary for success; fixed rules are too constraining.**

**Principle 4: Controlling life-cycle cost is one of our jobs; staying on budget isn't enough.**

**Principle 5: People matter most; we can never be too professional or too competent.**

**Principle 6: Incentives work and we get what we reward.**

**Principle 7: Competition and the threat of competition provide the most effective incentive.**

**Principle 8: Defense acquisition is a team sport.**

**Principle 9: Our technological superiority is at risk, and we must respond.**

**Principle 10: We should have the courage to challenge bad policy.**

