# DOD Should Address Challenges With Communication And Mission Changes To Improve

The Department of Defense (DOD) is facing a number of challenges that are impacting its ability to communicate effectively and carry out its missions. These challenges include: a lack of a clear and consistent communication strategy, a lack of coordination between different parts of the DOD, and a lack of understanding of the needs of the public. The DOD needs to address these challenges in Free Download to improve its communication and mission effectiveness.



MILITARY BASES: DOD Should Address Challenges with Communication and Mission Changes to Improve Future Base Realignment and Closure Rounds (GAO -

**DOD)** by Steve Mariotti

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Lack of a Clear and Consistent Communication Strategy

One of the biggest challenges facing the DOD is the lack of a clear and consistent communication strategy. This is due in part to the fact that the DOD is a large and complex organization with a wide range of responsibilities. As a result, there is often a lack of coordination between different parts of the DOD, which can lead to conflicting messages being sent to the public.

For example, in 2017, the DOD released a new communication strategy that emphasized the importance of transparency and accountability. However, this strategy was not implemented consistently across the DOD, and as a result, there were a number of instances where the DOD failed to communicate effectively with the public.

#### **Lack of Coordination Between Different Parts of the DOD**

Another challenge facing the DOD is the lack of coordination between different parts of the organization. This is due in part to the fact that the DOD is a large and complex organization with a wide range of responsibilities. As a result, there is often a lack of coordination between different parts of the DOD, which can lead to conflicting messages being sent to the public.

For example, in 2018, the DOD released a new policy on transgender service members. However, this policy was not implemented consistently across the DOD, and as a result, there were a number of instances where transgender service members were treated differently by different parts of the DOD.

#### Lack of Understanding of the Needs of the Public

Another challenge facing the DOD is the lack of understanding of the needs of the public. This is due in part to the fact that the DOD is a large and complex organization with a wide range of responsibilities. As a result, there is often a lack of understanding of the needs of the public, which can lead to ineffective communication.

For example, in 2019, the DOD released a new recruiting campaign that emphasized the importance of diversity and inclusion. However, this campaign was not well-received by some members of the public, who felt that it was too focused on political correctness.

### Recommendations

The DOD needs to address the challenges that it is facing in Free Download to improve its communication and mission effectiveness. The following recommendations are offered:

- The DOD should develop a clear and consistent communication strategy that is implemented across the entire organization.
- The DOD should improve coordination between different parts of the organization to ensure that consistent messages are being sent to the public.
- The DOD should conduct research to better understand the needs of the public so that it can develop more effective communication strategies.

The DOD is facing a number of challenges that are impacting its ability to communicate effectively and carry out its missions. These challenges need

to be addressed in Free Download to improve the DOD's communication and mission effectiveness.

By implementing the recommendations outlined in this paper, the DOD can improve its communication and mission effectiveness. This will allow the DOD to better serve the needs of the public and protect the nation.

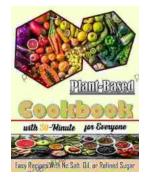


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