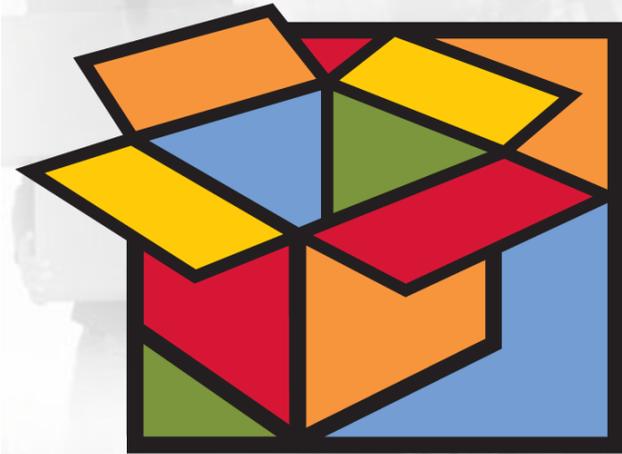


# RELOCATION PROGRAM



Moving Made Easy

# EGLIN'S 12 STEP MARKETING PROGRAM – RELOCATION STYLE

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12<sup>th</sup> Annual Joint Services/Agency/ERC  
Relocation Training Conference



# 12 STEP PROGRAM

***God, grant me the courage  
to attempt a partial DITY when it makes ents,***

***Courage to bring in the movers when it doesn't,  
and wisdom to know the difference.***



# 12 STEP OVERVIEW

- Step 1 – Admit we are powerless without “**BASE MARKETING**” assisting with advertising our program - our lives are unmanageable without weekly updates on the Marquee and Electronic Official Bulletin





# 12 STEP OVERVIEW

- Step 2 - Come to believe that the “**CHAMBER OF COMMERCE,**” a Power greater than ourselves, can restore us to sanity
- Step 3 - Make a decision to turn your will and your lives over to the care of the “**LOCAL NEWSPAPER MARKETING OFFICE**”





# 12 STEP OVERVIEW

- Step 4 - Made a searching and fearless moral inventory of ourselves and offered “**SMOOTH MOVE CLASSES**” to all out-processing personnel listed on vMPF
- Step 5 – Admit to all weekly “**BASE NEWCOMERS ATTENDEES**” and ourselves the exact nature of our program and services we are capable of providing



# 12 STEP OVERVIEW

- Step 6 - Be entirely ready to have active “**FACEBOOK**” time to remove all negative defects of relocating
- Step 7 - Humbly provide “**DIRECT CONTACT VIA EMAIL**” to all inbound personnel and families requesting assistance





# 12 STEP OVERVIEW

- Step 8 - Make a list of all persons, **“COMMANDERS and FIRST SERGEANTS”** we have assigned, and become willing to make appointments with them
- Step 9 - Make direct contact with people **“BY ATTENDING COMMANDER’S CALLS”** wherever possible, except when to do so would injure them or others



# 12 STEP OVERVIEW

- Step 10 - Continue to take personal inventory by maintaining a “**MONTHLY PRESENCE AT ORGANIZATIONS TRAINING DAYS**” and spread the word





# 12 STEP OVERVIEW

- Step 11 - Search through prayer and meditation to improve our conscious contact with **“PLAN MY MOVE”** and **“MilitaryINSTALLATIONS”** as we understand the tools, praying only for knowledge of **“MilitaryHOMEFRONT”** will for us, and the power to carry this out



# 12 STEP OVERVIEW

- Step 12 - Having had a spiritual awakening as the result of these steps, we must continue to try and carry this message to other relocation managers and to practice these principles in all our affairs





# QUESTIONS

