



**DEPARTMENT OF THE NAVY**  
NAVY RECRUITING DISTRICT, NEW ORLEANS  
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NAVCRUITDISTNOLAINST 1133.4C

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NAVY RECRUITING DISTRICT NEW ORLEANS INSTRUCTION 1133.4C

From: Commanding Officer, Navy Recruiting District New Orleans

Subj: ENLISTED PRODUCTION, PERFORMANCE AND TRAINING STANDARDS

Encl: (1) Ownership Defined, Keys to Successful Ownership  
(2) Successful Recruiting Station Performance Standards

1. Purpose. To promulgate enlisted production, performance and training standards, and provide policy guidance for "ownership" and measuring effective recruiting practices.

2. Cancellation. NAVCRUITDISTNOLAINST 1133.4B.

3. Discussion. Successful leaders establish clear and well-defined operating standards and policies for efficient and effective mission accomplishment. Effective policies empower and enable people to take "ownership" of their assigned areas of responsibility, allowing them the freedom to make informed decisions, which not only result in mission accomplishment, but also promote individual productivity and quality of life. Ownership involves the highest levels of accountability and responsibility and therefore must be earned. It does not remove an individual from normal obligations or reporting requirements; it just allows more privilege and greater room within which to operate. Good leadership also recognizes that not everyone is at the same level of experience, and therefore may require more guidance and training to achieve a level of ownership. Enclosures (1) and (2) provide the framework for achieving that "ownership" and replace all previous production standards and accountability policies.

4. Action

a. The Executive Officer, as the Training Officer, shall oversee this program.

b. The Recruiting Operations Officer (ROPS) and Chief Recruiter (CR) will ensure that all Division Officers (DIVOs), Divisional Leading Chief Petty Officers (DLCPOs), Leading Chief Petty Officers (LCPOs), Leading Petty Officers (LPOs), Command Trainers and Recruiters adhere to this instruction, and utilize it for proper training and instruction of all personnel in the field.

c. The Command Trainer will establish a filing and tracking system for monitoring.

d. Recommendations for changes may be submitted in writing for review by the chain of command. A copy must be sent to the ADMIN Officer for record purposes, prior to submission.

5. Definitions:

Leading Chief Petty Officer (LCPO)/Leading Petty Officer (LPO): Individual, who has demonstrated to the chain of command, the requisite skills and leadership required to be placed in charge of a Navy Recruiting Station, its recruiters and its resources. This person shall be designated in writing by the Commanding Officer.

6. For questions, contact the Recruiting Operations Officer (ROPS) at (504) 678-6713.

/s/  
C. A. STOVER

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### Ownership Defined

The definition of ownership for a Navy Recruiting Station means taking responsibility for the actions and wellbeing of yourself, subordinates and the station as a whole. This means accepting responsibility for the good and bad things that occur at the station. A good leader with ownership of their station will also be smart enough to realize their own weaknesses and request assistance or training to correct weaknesses before letting the station and themselves fail.

The following "Thirteen Habits" of highly successful LCPOs/LPOs are critical to successful "OWNERSHIP". A true owner ensures the following:

1. Maintains the highest degree of personal integrity and is the embodiment of the Navy's Core Values: Honor, Courage and Commitment.
2. Ensures training is on track:
  - Documented for all recruiters including PQS, GMT, OJT and professional training.
  - That they are qualified for their position and making solid progress toward next qualification.
  - Delegate's responsibilities as part of training process.
  - Designates an Assistant LCPO/LPO and supports that person as the LCPO/LPO in his/her absence.
  - Ensures each recruiter is thoroughly trained and regularly conducts the basic fundamentals of recruiting to include:
    - o Valor Sales Training
    - o Prospecting both 12L and 11S markets
    - o Phone power, PDC, Referral development
    - o DEP leadership and DEP referrals
    - o Planners, RTOOLS

- o Proper Blueprinting
- o Proper Enlistment Kit preparation
- o Proper MEPS Processing Interview with applicant

3. Leads by example.

- Demonstrates a positive attitude at all times.
- An "owner" has to be a successful recruiter who knows sales, knows how to prospect, has the ability to show people how to get the activity, and should be one of the best at all skills. He or she should normally be the best salesman in the office.

4. Takes ownership of orders that come down from a supervisor as their own. Demonstrates loyalty both up and down the chain of command.

5. Takes care of his/her people.

- Personnel problems are handled at the lowest level possible within his/her level of authority.
- Assigned recruiters are ready for advancement including in-rate Requirements and recruiters are given time to prepare.
- Assigned recruiters are medically and physically ready. A strong mind and strong body equals a strong recruiter. If Physical readiness training is not part of the weekly planner, then it should be scheduled and documented otherwise. All recruiters should be at their highest level of medical readiness at all times.
- Ensure assigned recruiters are actively enrolled and/or pursuing off-duty education and actively participating in community service.

6. Mentors all Future Sailors and prepares them mentally and physically for the rigors of Recruit Training Command. Ensures two face to face contacts are conducted per month to include DEP meetings and one mentoring session and positive phone contacts are made once per week at a minimum.

7. Arrives at work on time and demands the same from his/her recruiters. Makes all appointments as scheduled. Keeps themselves looking sharp and does not tolerate anything less from his/her recruiters.
8. Counseling is well documented, both positive as well as other counseling sessions; a real owner has a balance of positive and negative counseling. Counseling and training are treated as separate events and must be documented separately.
9. Formally meets with their people at least once per week - making two way communication happen and getting feedback on Policies Grams, POM etc., acting just like a work center supervisor would at sea.
10. Fully utilizes all available leadership resources including the CMC, CR, Command Trainer, DLCPO, etc. as required.
11. Ensures the station can be favorably measured against the NIT checklist at any time. Treats the station, its equipment, vehicles, etc. as if they were his own. Submits required reports on time.
12. Knows what is going on with every applicant on the applicant log and assists his/her recruiters by reminding them of follow-ups if they are required.
13. Conducts a verbal DPR every day, doing spot-checks to ensure the quality of his/her recruiter's activity.

This list is not all inclusive, but if adhered to, will ensure your station is on track for long-term success.

**Successful Recruiting Station Performance Standards**

The following standards will be used to determine what constitutes a successful station. LCPO/LPOs should incorporate these standards into their monthly training plan as a means of targeting specific areas for improvement. Although not all-inclusive, this list should serve as a baseline for minimum standards expected in the field.

1. All station recruiters must meet 100% of required station production activity from all modes of prospecting. This includes activity generated from phones, PDC, DEP referrals, etc. Every station planning activity should be sufficient to meet all gates. Station Production analysis and training evaluation (PATE) sheets will be used to drive activity in order to meet the assigned goals.
2. Meet all assigned monthly goals and sub goals.
3. Less than 3% in-month attrition for shipping. Less than 10% attrition overall.
4. Greater than 80% attendance at DEP meetings. (100% should always be the goal.)
5. Less than 10% RTC attrition.
6. Less than 5% RQAT Disclosure rate.
7. No substantiated AEPI's or other recruiter malpractice.
8. Grade of 80% or better on monthly station production inspection.
9. Zero overdue Leads.
10. Minimal kit errors on monthly feedback report.
11. All personnel PQS qualified or on track to complete within established timelines, and working towards the next highest level of qualification.

12. All station personnel meet Physical Readiness Standards and attain 100% PFA pass rate.
13. Maintain greater than 90% medical readiness for the station. (100% should always be the goal)
14. Attain 100% advancement exam pass rate for the station.
15. Territory breakdown reflects a fair market share for each recruiter.
16. Workforce 12L and 11S market identified at 80% or greater.
17. Meet minimum DEP recruit contacts - one per week, by phone, on the first working day of the week; 2 face to face meetings per month to include the monthly DEP meeting.
18. Each DEP recruit provide one qualified referral per month (15:1 is ratio for NCO from RD each month).
19. Each recruiter develops at least one new Center of Influence (COI) per month.
20. All applicants, possibly qualified for Officer Programs, referred to an officer recruiter (College Graduates, college students, etc.) Exceptional students (11s) referred to the NROTC coordinator.
21. Assigned vehicles operational greater than 95% of the time.
22. No lost leave at the end of FY. Minimum 15 days taken during the year by each recruiter assigned for the entire year.
23. Formal Station training is held at a minimum of once per week and documented in the individual training jacket. Formal counseling conducted once per month - both positive and constructive as required, documented and held in LCPO/LPO personnel file.