Beyond Armed Beyond Ready

Tag: Knowledge changes everything.
Target Recognition:
CRM Concept and Practices

Outsmart the Enemy

Tag: Knowledge is your greatest weapon.
Target Recognition: Knowledge Center/ Tools (RMIS, ASMIS, ARAP, All elements of LRAS)

CRC Concepts and Tools

Audience-Specific

Positioning Statement:

When Soldiers learn, understand and apply the Army concepts and tools, they can Own the Edge without even knowing they are managing risk because it becomes instinctive, intuitive and predictive.

Own the Edge

Tag: Composite Risk Management

Global Audience:

- Soldier, Civilian, and Family
- Across combat, training, and off-duty
- From the perspective of air, ground, and driving

Be an armed force.

Tag: What you do right now impacts everyone.
Target Audience: Senior Leadership

Take Control

Tag: What you do right now makes a difference.
Target Audience: Middle Leadership

Sharpen Your Edge

Tag: What you do right now changes everything.
Target Audience: Junior