



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 a Soldier learns, understands, and applies the CRC concepts and tools, he can Own the Edge without even knowing he is 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.



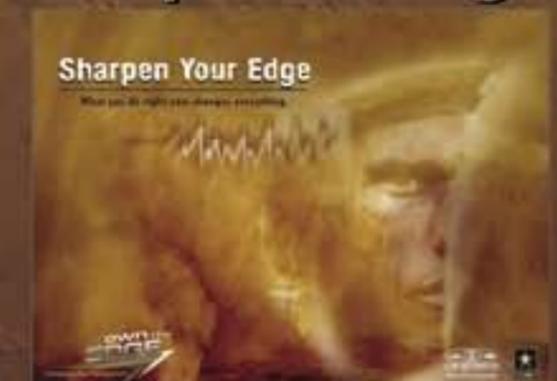
Tag: What you do right now impacts everyone.
Target Audience: Senior Leadership

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



Get into a
new frame
of mind.

*Own the Edge through
Composite Risk Management*

OWN the
EDGE

Composite Risk Management



learn more at
<https://crc.army.mil>

