**INTEGRITY FIRST**

*Integrity*is a character trait. It is the willingness to do what is right even when no one is looking.  It is the “moral compass”—the inner voice; the voice of self–control; the basis for the trust imperative in today’s military.  Integrity is the ability to hold together and properly regulate all of the elements of a personality.  A person of integrity, for example, is capable of acting on conviction. A person of integrity can control impulses and appetites.  But integrity also covers several other moral traits indispensable to service:

* ***Courage*.** A person of integrity possesses moral courage and does what is right even if the personal cost is high.
* ***Honesty****.*Honesty is the hallmark of the military professional because in the military, our word must be our bond.
***The bottom line is we don’t lie, and we can’t justify any deviation.***
* ***Responsibility.***No person of integrity is irresponsible; a person of true integrity acknowledges his or her duties and acts accordingly.
* *Accountability.*No person of integrity tries to shift the blame to others or take credit for the work of others.
* ***Justice.***A person of integrity practices justice. Those who do similar thingsmust get similar rewards or similar punishments.
* ***Openness.***Professionals of integrity encourage a free flow of information within the organization. They seek feedback from all directions to ensure they are fulfilling key responsibilities, and they are never afraid to allow anyone at any time to examine
how they do business.
* ***Self-respect.***To have integrity also is to respect oneself as a professional and a human being. A person of integrity does not behave in ways that would bring discredit upon himself or the organization to which he belongs.
* ***Humility.***A person of integrity grasps and respects the association of the military uniform and the meaning it portrays to the world.  When wearing the uniform being part of a team is more important than one's own personal agenda.

**SERVICE BEFORE SELF**

*Service before self* tells us that professional duties take precedence over personal desires.

* ***Respect for others****.*   We must *always*act in the certain knowledge that all persons possess fundamental worth as human beings.
* ***Discipline and self-control.***   Professionals cannot indulge themselves in self-pity, discouragement, anger, frustration, or defeatism.   They have a fundamental moral obligation to the persons they lead to strike a tone of confidence and forward-looking optimism.

**EXCELLENCE IN ALL WE DO**

*Excellence in all we do*directs us to develop a sustained passion for the continuous improvement and innovation that will propel the unit into a long-term, upward spiral of accomplishment and performance, to include personal excellence and community excellence.  Community excellence is achieved when the members of an organization can work together to successfully reach a common goal in an atmosphere free of fear that preserves individual self-worth. Some of the factors influencing interpersonal excellence are:

* ***Mutual respect.***Genuine respect involves viewing another person as an *individual*of fundamental worth. Obviously, this means that person is never judged on the basis of his/her possession of an attribute that places him or her in some racial, ethnic, economic, or
gender-based category.
* ***Benefit of the doubt****.*Working hand in glove with mutual respect is that attitude which says that all teammates are ‘innocent until proven guilty’. Before rushing to judgment about a person or his/her behavior, it is important to have the whole story.