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ALCOAST _____/94
SUBJ: U. S. COAST GUARD CORE VALUES

1. IN SEPTEMBER 1993, THE OFFICE OF PERSONNEL AND TRAINING CHARTERED A WORK GROUP TO DEVELOP A FULLY INTEGRATED USCG LEADERSHIP PROGRAM. ALTHOUGH A FORMIDABLE TASK, THE GROUP'S PROJECT PLAN IS STRAIGHTFORWARD; ASSESS WHERE WE ARE NOW, DECIDE WHERE WE SHOULD BE, AND, FINALLY, RECOMMEND A COURSE OF ACTION ON HOW TO CLOSE THE GAP BETWEEN THE EXISTING AND THE "IDEAL." EARLY ON IN THE PROJECT, HOWEVER, THE GROUP REALIZED A NEED FOR A SET OF COAST GUARD CORE VALUES; VALUES ON WHICH TO BUILD OUR LEADERSHIP PROGRAM OF THE FUTURE; VALUES THAT WERE BEHAVIORALLY ANCHORED AND APPLICABLE ACROSS ALL OUR HUMAN RESOURCE DEVELOPMENT PROGRAMS. HENCE, ONE OF THE INTERIM PRODUCTS DEVELOPED BY THIS GROUP IS A SET OF U. S. COAST GUARD CORE VALUES; BENCHMARKS FOR ALL COAST GUARD MEMBERS, FROM THE NEWEST RECRUIT TO SENIOR MANAGEMENT, CIVILIAN AND MILITARY ALIKE. THE VALUES THEY HAVE PROPOSED ARE HONOR, RESPECT AND DEVOTION TO DUTY. I WHOLEHEARTEDLY SUPPORT THEM. THEY REPRESENT THE QUALITIES I EXPECT AND WILL DEMAND OF ALL OUR COAST GUARD PEOPLE, WHETHER FOLLOWER OR LEADER. I BELIEVE THEY ARE CRITICAL TO OUR SUCCESS AS AN ORGANIZATION. WE ARE ENTERING ONE OF THE MOST CHALLENGING AND DYNAMIC PERIODS OF OUR 204 YEAR HISTORY. THESE CORE VALUES ARE THE CORNERSTONE OF OUR FUTURE SERVICE. THEY ALSO COMPLEMENT THE COAST GUARD CORE ATTRIBUTES PROMULGATED BY THE QUALITY COUNCIL IN JANUARY OF 1993.

2. THESE U. S. COAST GUARD CORE VALUES--HONOR, RESPECT, AND DEVOTION TO DUTY ARE ADDRESSED IN MORE DETAIL BELOW:

A. HONOR. INTEGRITY IS OUR STANDARD. WE DEMONSTRATE UNCOMPROMISING ETHICAL CONDUCT AND MORAL BEHAVIOR IN ALL OF OUR PERSONAL ACTIONS. WE ARE LOYAL AND ACCOUNTABLE TO THE PUBLIC TRUST.

B. RESPECT. WE VALUE OUR DIVERSE WORK FORCE. WE TREAT EACH OTHER WITH FAIRNESS, DIGNITY AND COMPASSION. WE ENCOURAGE INDIVIDUAL OPPORTUNITY AND GROWTH. WE ENCOURAGE CREATIVITY THROUGH EMPOWERMENT. WE WORK AS A TEAM.

C. DEVOTION TO DUTY. WE ARE PROFESSIONALS, MILITARY AND CIVILIAN, WHO SEEK RESPONSIBILITY, ACCEPT ACCOUNTABILITY, AND ARE COMMITTED TO THE SUCCESSFUL ACHIEVEMENT OF OUR ORGANIZATIONAL GOALS. WE EXIST TO SERVE. WE SERVE WITH PRIDE.

3. THE ABOVE CORE VALUES ARE MORE THAN JUST COAST GUARD RULES OF BEHAVIOR. THEY ARE DEEPLY ROOTED IN THE HERITAGE WHICH HAS MADE OUR ORGANIZATION GREAT. THEY DEMONSTRATE WHO WE ARE AND SHOULD GUIDE OUR PERFORMANCE, CONDUCT AND DECISIONS EVERY MINUTE OF EVERYDAY. BECAUSE WE EACH REPRESENT THE COAST GUARD TO THE PUBLIC, WE MUST ALL EMBRACE THESE VALUES IN OUR PROFESSIONAL UNDERTAKINGS AS WELL AS IN OUR PERSONAL LIVES.

4. ADM J. W. KIME SENDS.

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J. W. Kime 4/14/94
J. W. KIME
Admiral, U. S. Coast Guard
COMMANDANT

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