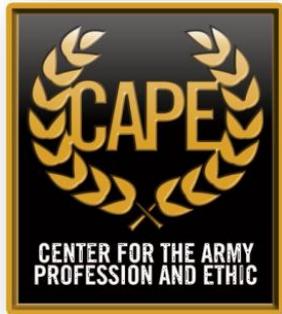


The Army Profession, The Army Ethic, and Character Development



Center for the Army Profession and Ethic



Mission: The Center for the Army Profession and Ethic (CAPE), on behalf of CG CAC, is the Army Force Modernization Proponent for Army-

wide DOTMLPF responsibilities to advance the Army Profession, its Ethic and the Character Development of the Army's Professionals.

<http://cape.army.mil>



TRADOC



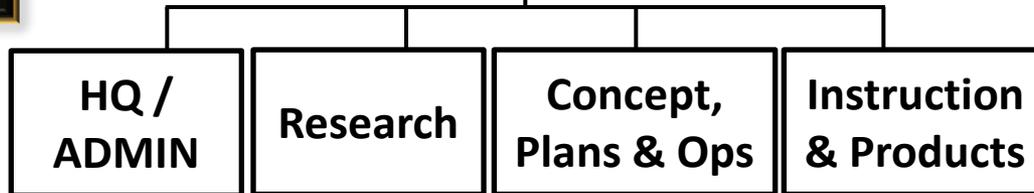
CAC



LD&E



CAPE



Objectives:

- Assess, study, and refine the Army Profession and its Ethic
- Create and integrate knowledge of the Army Profession and its Ethic
- Enhance world class training by providing subject matter expertise to improve training and accelerate professional development in individuals, units, Army culture it's ethic and character development.
- Support the socialization of the Army Profession and Ethic across the Army



The Army Profession Video



<https://www.us.army.mil/suite/page/611545> [AKO]
<http://cape.army.mil/ProfessionOfArms.html> [PUBLIC]

The Army Profession Campaign





Launching the Army Profession Campaign

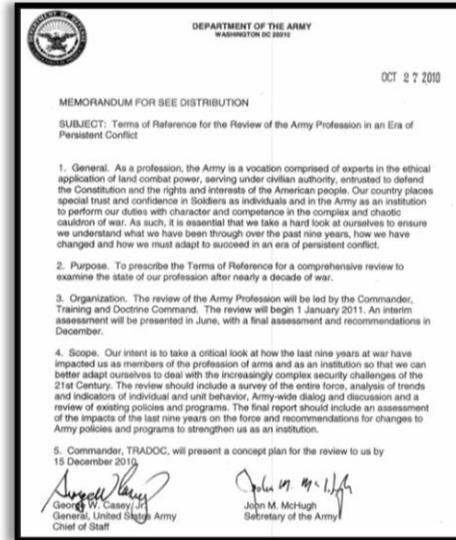
Secretary of the Army's & Chief of Staff of the Army's Intent



"It is essential that we take a hard look at ourselves to ensure we understand what we have been through over the past nine years, how we have changed and how we must adapt to succeed in an era of persistent conflict."

"Our intent is to take a critical look at how the last nine years at war have impacted us as members of the profession of arms and as an institution so that we can better adapt ourselves to deal with the increasingly complex security challenges of the 21st Century."

- Terms of Reference, 27 OCT 10



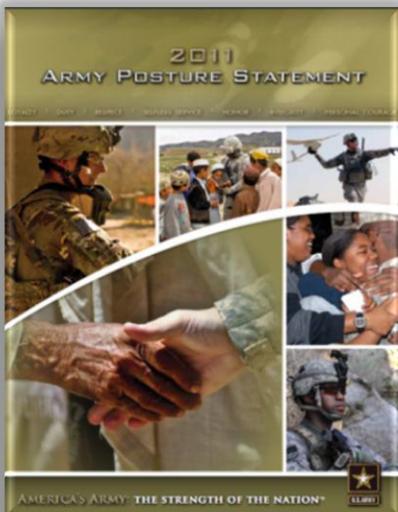
CSA's Guiding Questions

The time is right to ask ourselves...

1. What does it mean for the Army to be a Profession of Arms?

2. What does it mean to be a professional Soldier?

3. After nine years of war, how are we as individual professionals and as a profession meeting these aspirations?



"The last nine and a half years have had significant impacts on the Army, its Soldiers, Families and Civilians. Many of these are well documented and are being addressed. There remain, however, other consequences that we seek to understand. We will examine the impacts of war on our profession of arms and take a hard look at ourselves – how we have changed as individuals, as professionals and as a profession."

- Army Posture Statement, 2 March 2011



The Army Profession Campaign



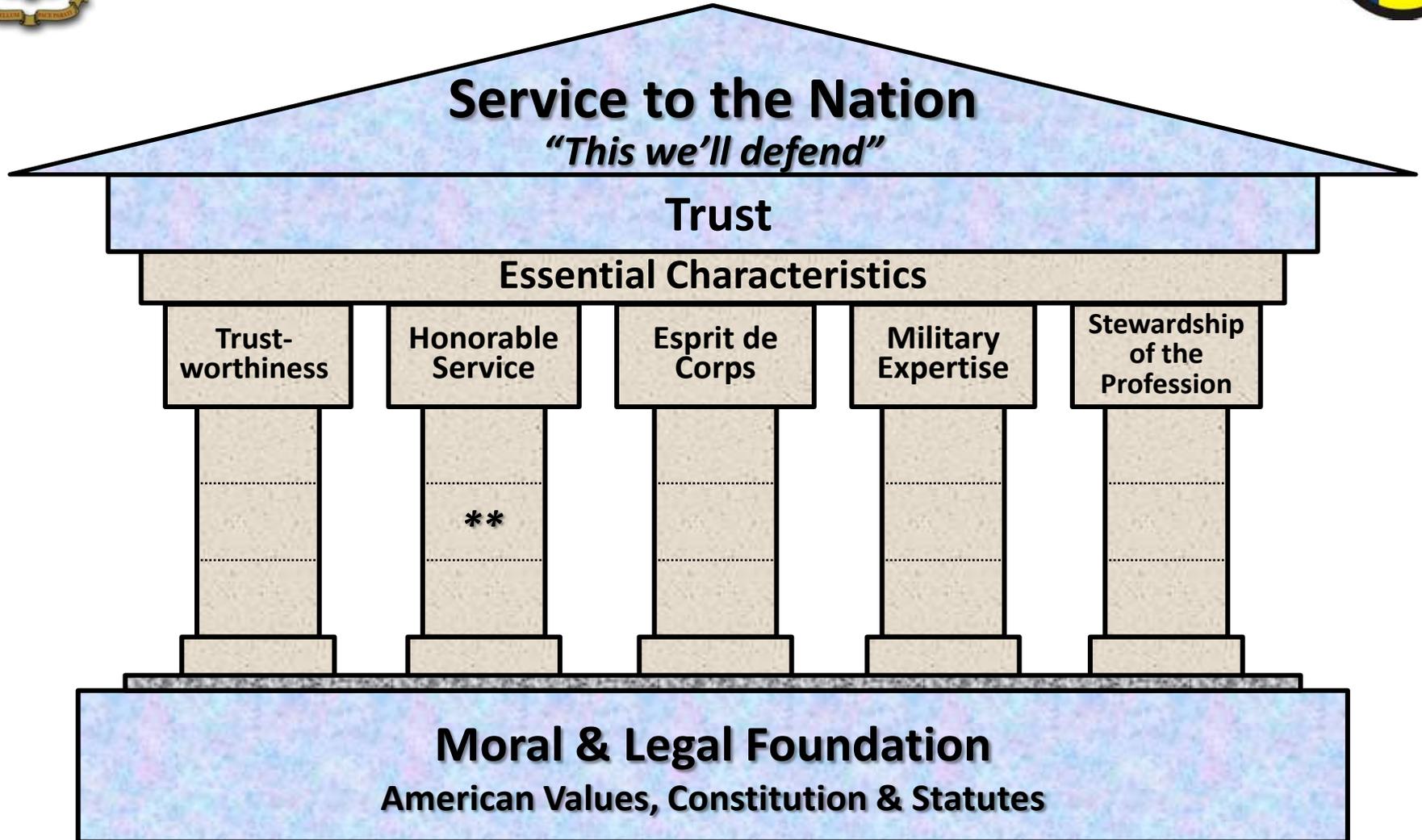
- The Army Profession Campaign was an Army internally initiated effort to take a critical look at ourselves
- The Army Profession Campaign was not done in response to any one incident or identified issue
- The Army performed exceptionally during the last decade, meeting and exceeding its Nation's call
- Self-reflection is what effective Profession do and a natural part of the Army's culture – "After Action Review"
- We have learned and changed over the last decade
- There are some "weak signals" that need to be addressed and opportunities to be leveraged

The Army Profession: Two Mutually Complementary Components





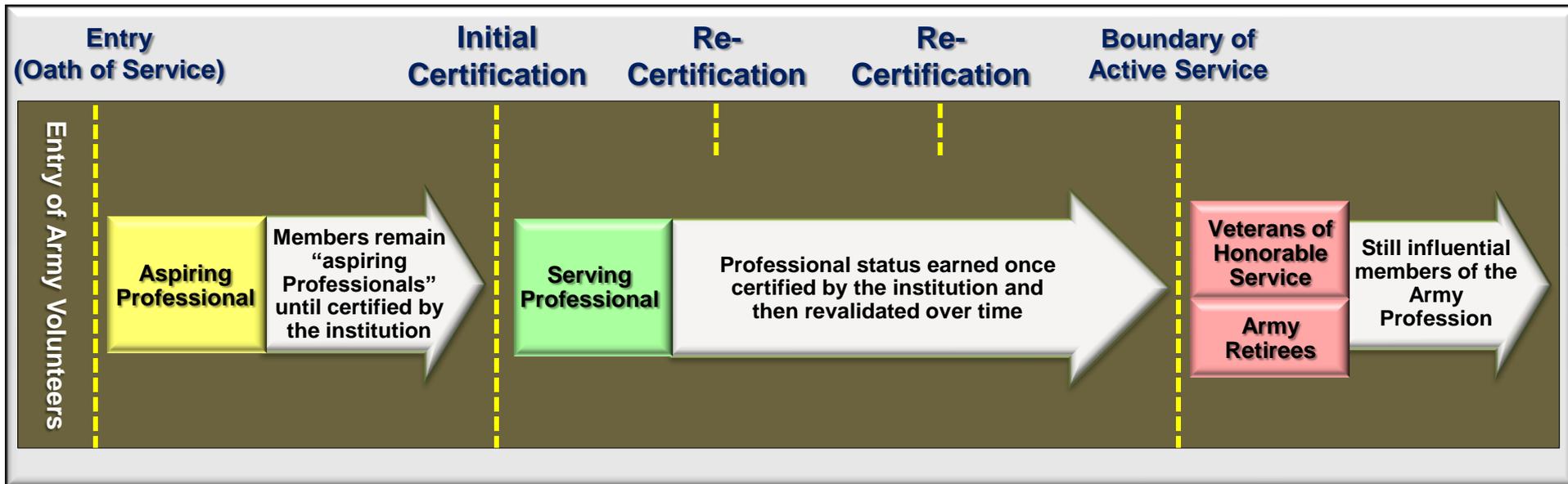
The Essential Characteristics of the Army Profession



**** Each pillar is strengthened by supporting content, e.g., Honorable Service includes the 7 Army Values.**



Professional Certification Criteria



Moral CHARACTER requisite to being an Army professional : The Army's expert work creates a moral responsibility to act on behalf of a client rather than self and thus demands a moral character of sacrifice and service to one's own and the Army's Duty to the nation.

COMPETENCE in Expert Work: The Professional's work is expert work related to the design, generation, support, and application of land combat power and the individual's competence has been certified by the Army commensurate with the level of certification granted.

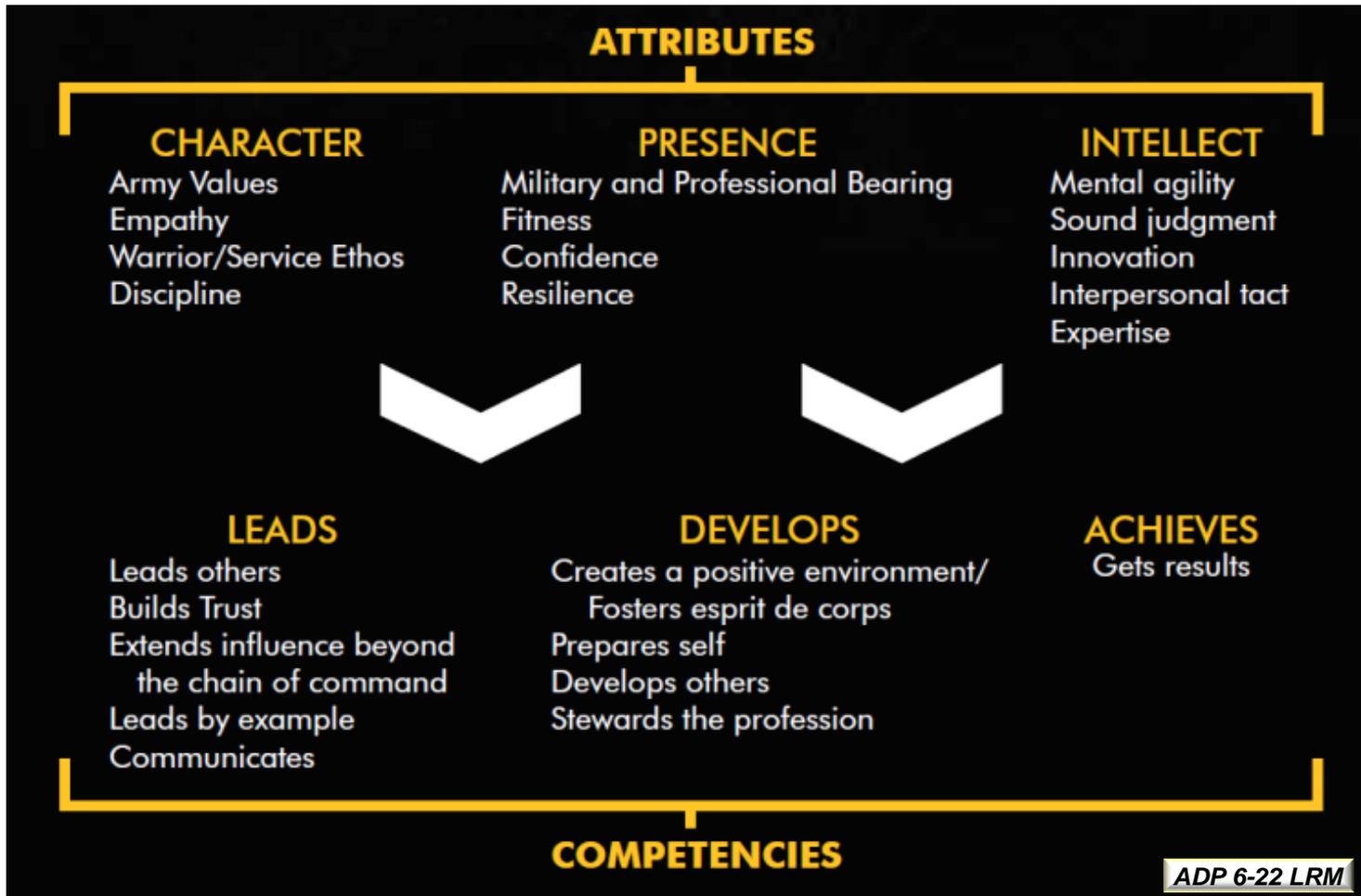
Resolute COMMITMENT to the Army Profession: By observation and evaluation it is clear that the professional has developed a personal calling requisite to an abiding commitment to effective, ethical, and honorable service in the Army and to the nation.



Individual Attributes and Competencies



*Leaders are Professionals;
all Professionals practice formal and informal leadership*



The Army Leader Requirements Model - Update to ADP 6-22
(One of several ways to operationalize Professional certification criteria)



What We Found - Focusing Our Efforts



Seven Key Focus Areas

- Army Profession Concepts
 - Essential Characteristics
 - Membership
 - Certification Criteria
 - Individual Attributes and Competencies

- Building and Sustaining Trust Relationships
 - Include Trust in the curricula of pre-commissioning training, PME and CES
 - Maintain confidence in performance evaluations/promotions/counseling and awards programs

- Certifying Army Professionals
 - Create an Army certification program that aligns existing certification programs under a single umbrella
 - Incorporate Character, Commitment and Competence as a part of each phase of an Army Professional's development



What We Found - Focusing Our Efforts

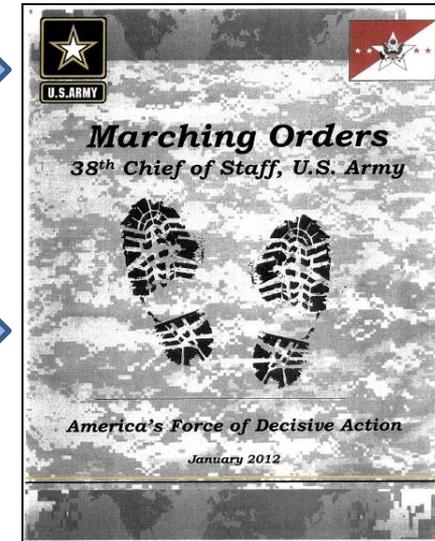
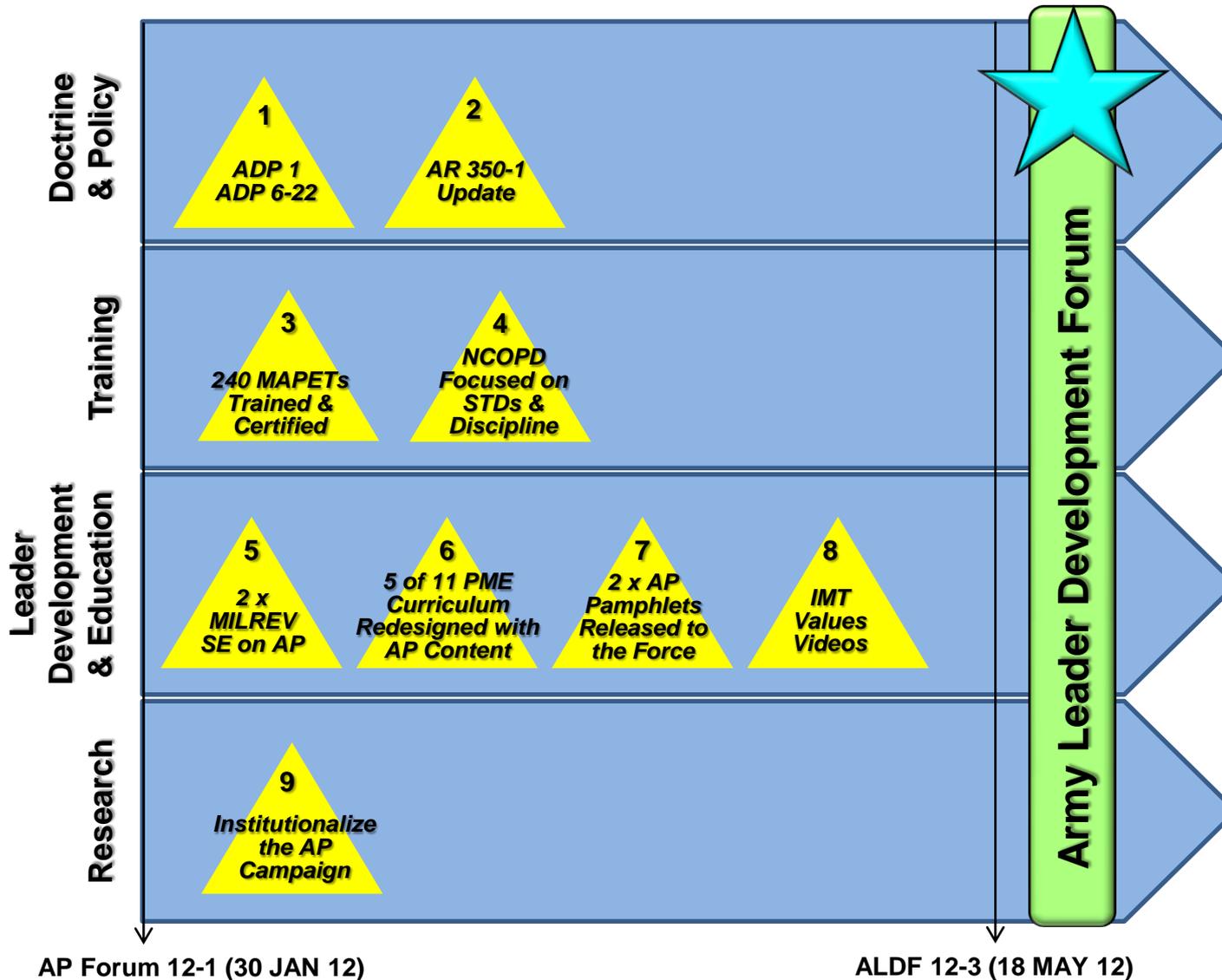


Seven Key Focus Areas (Cont.)

- Leader Development for the Army of 2020
 - TRADOC develop and field a ‘how to’ Army Techniques Publication dealing with Leader Development
 - Align OER and NCOER to reflect the Army’s Leadership Requirements model ADRP 6-22
- The Army’s Culture
 - Build Esprit de Corps through more cultural events, unit heraldry, and traditional bonding events, such as dining-ins
 - Utilize Master Army Profession and Ethic Course graduate as the SME in each Brigade to assist in character development programs
- Improving Standards and Discipline
 - Increase the rigor in instructor selection and certification to ensure instructors are exemplars for Army standards and discipline
- Integrate/Synchronize Human Development
 - Support to the initiative to explore and identify knowledge, skills and abilities required at every grade in each specialty

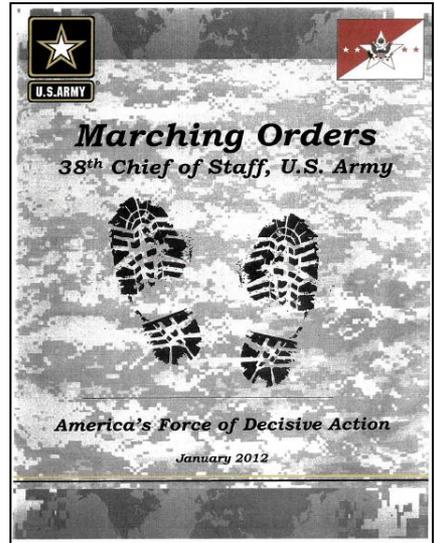
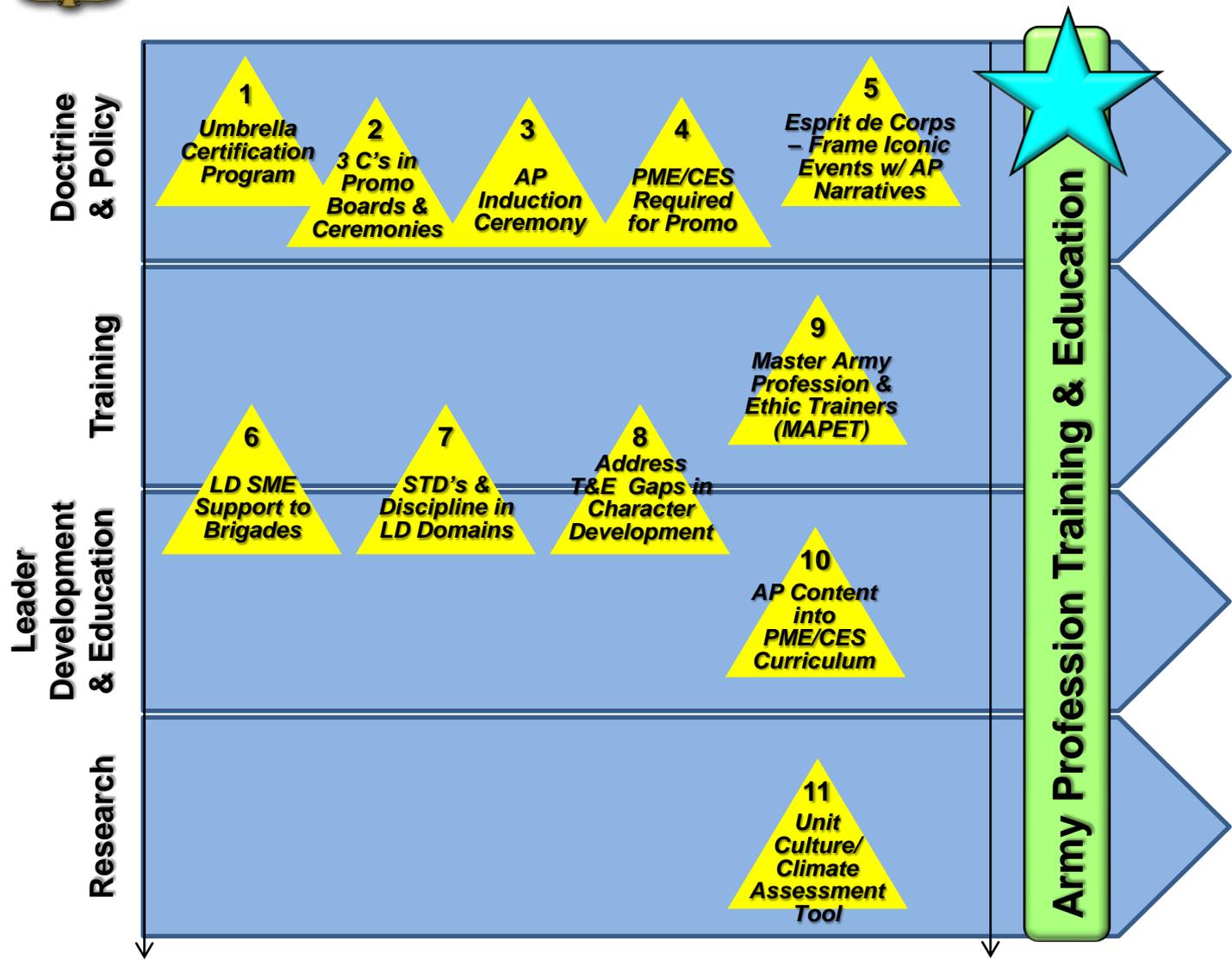


On-Going Initiatives that are Providing Near-Term Results





Future Initiatives to Deliver Results to the Force



AP Forum 12-2 (18 MAY12)

ALDF 12-4 (AUG 12)



**I AM AN EXPERT
AND I AM A
PROFESSIONAL**

**9TH STANZA,
SOLDIER'S CREED**



What You Can Do



Army Profession Resources

Video Case Studies

Apps

Desktop Sims

- AP CY11 Report
- Profession Pamphlet
- Case Studies
- Simulations
- Digital Applications
- Website

Commands

- Include the Army Profession in command training/LD guidance
- Generate robust dialog at all levels
- Leverage trained Army Profession and Ethic personnel (i.e., MAPETs)
- Use AP Concepts in iconic events, Soldier & NCO boards, unit functions
- Command emphasis on standards & discipline (unit NCOPD focus topic)
- Foster candor & transparency; coaching, teaching, mentoring, and counseling
- Use AP certification criteria ("3 Cs") in training and development assessments

Continued Assessment & Feedback

AP Survey 201X

Annual AP Report

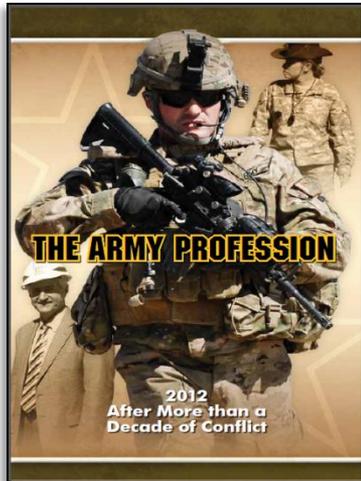
Identify/Introduce New Initiatives Into The ALDF Process

Generated back to the Force

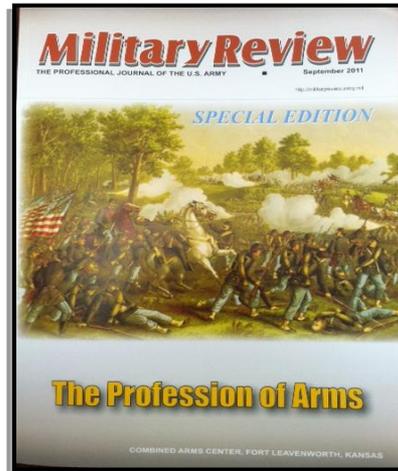
- Leader Handbooks
- Simulators
- Applications
- Self-Development Tools
- Case Studies
- DOTMLPF Solutions



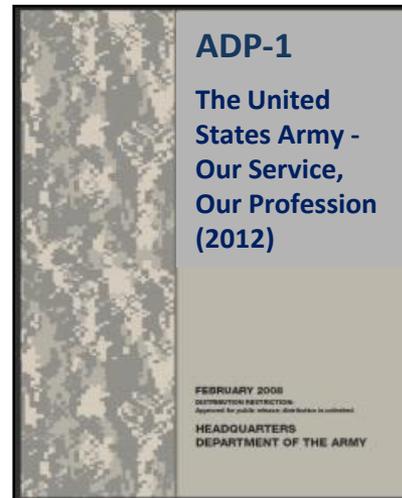
Army Profession Tools & Products



AP Pamphlet



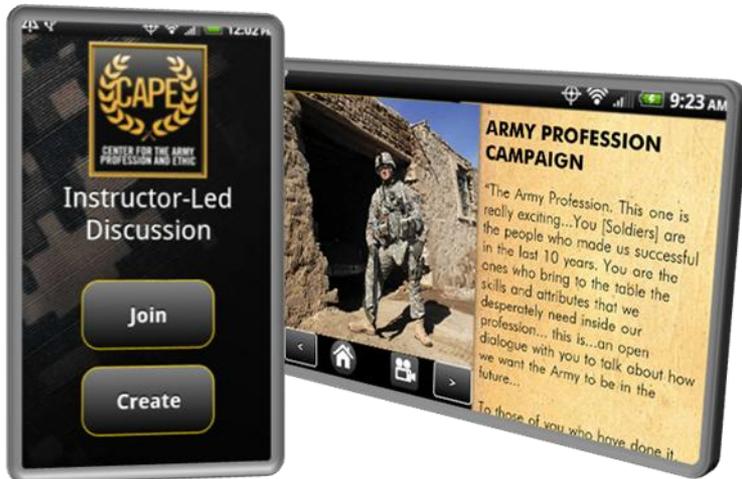
Military Review



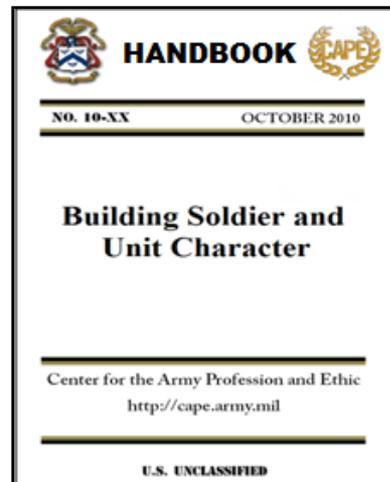
Doctrine



SSI Monographs



Digital Applications



Handbooks



Videos

The image features three soldiers in silhouette against a bright, hazy sky, likely at sunrise or sunset. The soldiers are positioned in a line, with the central one being the tallest and most prominent. The word "DISCUSSION" is overlaid in large, bold, yellow capital letters across the middle of the image.

DISCUSSION

I AM AN AMERICAN SOLDIER

I AM A MEMBER OF THE PROFESSION OF ARMS