

FREQUENTLY ASKED QUESTIONS

What is the *America's Army - Our Profession Education and Training* program?

It is a CY13 program designed to generate an inspirational and aspirational dialog for Soldiers and Civilians to reaffirm their understanding of themselves as Army professionals, to recommit to a culture of service, and to understand and identify with the Army Ethic and Army culture.

What are the focus areas for Army Customs, Courtesies and Traditions?

Emphasize Army customs, culture, courtesies, heraldry and traditions. Integrate Army Profession concepts into traditional Army events and emphasize the significance of key events to the Army as an institution and to the individual as a professional. Frame inductions, promotions, graduations, transfer of authorities/commands, and other like "iconic" events to be more meaningful. Reinvalidate and restore organizational esprit de corps events such as spur rides, and dining-ins.

How will this program help shape the Army of 2020?

During the *America's Army - Our Profession Education and Training* program, the Army will begin to institutionalize and operationalize the Army Profession concepts. This will be done by developing and integrating Army Profession concepts into doctrine (ADP/ADRP 1), revising PME and CES, and developing training, tools, and products. Additionally, the Army will operationalize Army Profession concepts by training more than 240 Master Army Profession and Ethic Trainers (MAPETs) to serve as Army Profession key advisors in support of institutional/service school commandants and unit/organizational leaders. The Army will conduct senior leader engagements and provide a website featuring products and resources necessary for units and organizations to train and develop Soldiers and Army Civilians on Army Profession concepts. These efforts will ensure the Army of 2020 is not only leaner, more agile, adaptive, innovative, versatile and ready, but our Soldiers and Army Civilians are competent, of honorable character, and committed.

Will there be an opportunity for subject matter experts to train our unit/organization personnel?

During CY13, CAPE personnel will travel to Army installations throughout the world to provide subject matter expertise on the Army Profession. These senior leader engagements will be focused on ways to incorporate Army Profession concepts into unit/agency level professional development sessions. Additionally, CAPE will conduct eight five-day Master Army Profession and Ethic Trainer (MAPET) courses that will provide leaders with the tools to train and lead Soldiers and Civilians in their organizations. These courses will also help participants integrate Army Profession concepts and character development methods into their unit, school or center. The MAPET course is open to SFC, CW2, CPT, and above, as well as Army Civilians.

Are Army Civilians included in *America's Army - Our Profession Education and Training* program?

Yes, the Army Civilian Corps is a vital component of the Army Profession. Materials will be tailored to specifically address the importance of Army Civilians in today's Army and how they can aspire to be better professionals.

What training products will be available?

The *America's Army - Our Profession Education and Training* program website will be managed by the Center for the Army Profession and Ethic at <http://CAPE.ARMY.MIL>. Army professionals can download professional development curriculum, videos, posters, mobile device applications, doctrine, suggested readings, pamphlets, and brochures. Print products are downloadable in print-ready format for local print shop reproduction.

What is Army Doctrine Reference Publication (ADRP) 1, *The Army Profession*?

Army Doctrine Reference Publication (ADRP) 1 augments Chapter 2 of ADP 1, *The Army*. This publication defines and doctrinally describes the Army Profession and the Army Ethic. It expands the discussion on the Army Profession's dual nature as a military department and, more importantly, a military profession. It identifies the two mutually supportive communities of practice of the profession: the Profession of Arms and the Army Civilian Corps. It defines and describes the five essential characteristics that constitute the Army as a profession: military expertise, honorable service, trust, esprit de corps, and stewardship of the profession. It defines membership and certification of Army professionals in competence, character, and commitment.

How can leaders help with this effort?

Include the Army Profession in command training/leader development guidance and professional development sessions; generate robust dialog at all levels; leverage Master Army Profession and Ethic Trainers; use Army Profession concepts in iconic events such as Soldier and NCO boards and unit functions; provide command emphasis on standards and discipline; foster candor and transparency; coach, teach, mentor, and counsel; and use Army Profession certification criteria in training and development assessments.

<http://CAPE.ARMY.MIL>

ARMY CUSTOMS, COURTESIES, and TRADITIONS

SENIOR LEADER GUIDE



AMERICA'S ARMY OUR PROFESSION





RESEARCH FACT SHEET



AMERICA'S ARMY – OUR PROFESSION Army Customs, Courtesies, and Traditions

Perceptions of Army Professionals

- ✓ Believe the Army is a Profession
- ✓ Have a strong professional identity
- ✓ Are proud to serve in the Army
- ✓ Defending the Nation is primary
- ✓ Believe customs and traditions are important
- ✓ Embrace Army Values
- ✓ Are committed to Professional Development
- ✓ Are committed to Stewardship
- ✓ Respect Civilian authority
- ✓ Believe the Army has a strong culture for service
- ✓ Have a "Winning Spirit"
- ✓ Believe the Army develops character
- ✓ Believe they can achieve life's goals in the Army
- ✓ Are committed to development in competence, character, and commitment
- ✓ Are committed to preserving the Army Ethic
- ✓ Believe Professional Education strengthens knowledge of and appreciation for customs, courtesies, and traditions
- ✓ Are loyal to the Constitution
- ✓ Trust the Army
- ✓ Trust the American people and believe society trusts the Army
- ✓ Believe that being a "Leader of Character" is the hallmark of an Army professional

Army Profession Survey I & II Customs, Courtesies, and Traditions

One of the five essential characteristics of the Army Profession is Esprit de Corps, which is demonstrated in the "Winning Spirit" of our Soldiers in the Profession of Arms and in the Army Civilian Corps. This characteristic is developed and strengthened through the disciplined practice of our duty and reflected in our time-honored customs, courtesies, and traditions. By adhering to and practicing fundamental attributes of our Army culture we foster an enduring commitment to the Army mission today and grip hands with those who preceded us, recalling their storied legacy of honorable service to the Nation. And, as stewards of the Army Profession we will ensure that our traditions are practiced by future generations. During CY11, two surveys provided insight to the state of the Army Profession. This fact sheet summarizes the key findings reflecting the affects of the past decade of continuous conflict on our customs, courtesies, and traditions within our Army culture.

Summary Findings

Army Professionals:

- Identify themselves as professionals and they believe the Army is a Profession.
- Welcome the responsibility to exercise Stewardship within the Profession.
- Express a desire to be of Service to the Nation and to be loyal to the Constitution.
- Agree that their personal and professional values are in harmony.
- Value Professional Development and lifelong learning.
- Accept responsibility to demonstrate discipline and uphold standards.
- Believe that discipline and standards within their units are important.
- Take pride in exceeding standards and want to improve their organizations.
- Value transformational leaders who are trustworthy and set the example.
- Embrace the Army Ethos; possess a winning spirit and believe they will prevail.
- Express a positive ethos for service and exhibit a winning spirit.
- Agree that trust is essential to the mission and requires moral courage.
- Respect the bond of trust between the Army Profession and the American people.
- Embrace the Army Values and believe trust with society will be sustained by the members of the Army Profession.

Discussion Points

- Why are Army customs, courtesies, and traditions important?
- How do they influence and reinforce Army culture?
- How do they enhance Esprit de Corps?
- Does your organization practice them and teach them to new members?
- Which ones are most important to you? Why?
- Do you know the history and accomplishments of your organization?
- What can you do to renew appreciation for and enhance Army traditions in your unit?

Notes:

- The CSA approved the *America's Army – Our Profession* Education and Training program to inform and inspire the force on doctrine being published in Army Doctrine Publication (ADP) 1, *The Army*, Chapter 2 and in Army Doctrine Reference Publication (ADRP) 1, *The Army Profession*. These capstone documents define and describe the five essential characteristics of the Army Profession, membership and certification criteria of Army professionals, and the Army Ethic.
- The Army has its own customs, both official and social. Some have been handed down from the distant past while others are of comparatively recent origin. A custom is an established practice. All established arts, trades, and professions, all races of people, all nations, and even different sections of the same nation have their own practices and customs by which they govern a part of their lives (FM 7-21.13, *The Soldier's Guide*, pp. 4-1 and 4-2).
- Courtesy among members of the Armed Forces is vital to maintain discipline. Military courtesy means good manners and politeness in dealing with other people. Courteous behavior provides a basis for developing good human relations. The distinction between civilian and military courtesy is that military courtesy was developed in a military atmosphere and has become an integral part of serving in uniform (FM 7-21.13, *The Soldier's Guide*, p. 4-2).
- Tradition is a customary pattern of thought, action, or behavior held by an identifiable group of people. It is information, beliefs, and customs handed down by word of mouth or by example from one generation to another without written instruction. Our military traditions are really the Army Way of doing things and thinking.

Foster continued commitment to the Army Profession, a noble and selfless calling founded on the bedrock of trust.

- CSA Marching Orders

Top-Line Messages:

- This is *America's Army – Our Profession*: meeting the needs of the Nation, built on values, standards and mutual trust.
- The Army Profession—where Military Expertise, Honorable Service, Esprit de Corps, and Stewardship are all built on a foundation of Trust—strengthens the force through periods of transition, reinforces our identity, and provides the critical foundation for the Army of 2020. The Army Profession sustains and strengthens the Nation's trust and confidence in America's Army.
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Talking Points:

- The Army Profession sustains and strengthens the Nation's trust and confidence in America's Army.
- The Army's customs, courtesies, and traditions provide a vital connection with exemplary generations of citizen-Soldiers of the past, inspiring and motivating us to be Army professionals, defending our Nation.
- Esprit de Corps, within units and organizations, and the morale of each Army professional are essential to effective teamwork. Military history confirms that units and organizations embracing tradition, achieving high standards, and performing duty with discipline accomplish the mission in the right manner.
- We foster an enduring commitment to the Army, its mission and its people, and the continued practice of the fundamental aspects of our Army culture. Our commitment to the Army mission today is shared with those who preceded us, recalling their storied legacy of honorable service to the Nation.
- Traditions bind us across more than two centuries of the Army Profession. They may be generic to the Army Profession (e.g., Change of Command Ceremony), specific to a Branch (e.g., St. Barbara, Patron Saint of the Field Artillery) or unique to an organization (e.g., Dining In). Traditions connect us to our heritage. These connections remind us of the proud history of our Army and inspire us to uphold the tradition of excellence.
- When we ask the individual to recommit to the Army and to be a professional, all we're doing is validating what they already feel in their heart. We are helping instill in them the identity, and create the culture, and the climate that is going to steward the Army Profession.