

INFORMATION PAPER

SUBJECT: FY 15-16 *America's Army – Our Profession* theme, “Living the Army Ethic”

1. **Purpose.** To provide background and context supporting the continuation of the FY15-16 *America's Army – Our Profession*, “Living the Army Ethic” Education and Training Program.

2. **Background.**

a. As announced in ALARACT 189/2014, the *America's Army – Our Profession* education and training program theme, Living the Army Ethic, *Why and How We Serve* directly supports strengthening bonds of trust with the American people and mutual trust within cohesive teams of “trusted Army professionals.”

b. The Secretary of the Army and the Chief of Staff of the Army announced the two-year theme in October 2014. Their intent was to continue the momentum gained in prior years.

(1) The CY13 Training and Education program focused on “*Standards and Discipline; Customs, Courtesies, and Traditions; Military Expertise – Certified Army Professionals; and Trust.*”

(2) The FY14 “Stand Strong” program reemphasized *Trust* and transitioned to “*Honorable Service and Stewardship.*” These characteristics of our noble profession require that we “Live By and Uphold the Army Ethic” to prevent misconduct and stop unethical practices.

Publication of Army Doctrine Reference Publication (ADRP) 1, *The Army Profession*, including Chapter 2, “The Army Ethic,” June 2015.

3. **Discussion.**

a. The Army Ethic: Our professional ethic explains the nature of honorable service in accomplishment of the mission and performance of duty. It guides the Army Profession in the ethical design, generation, support, and application of landpower. It establishes the standard and expectation for all to serve as Stewards of the Army Profession. It is expressed in moral principles and Army Values; oaths and creeds; laws and regulations; and customs, courtesies, and traditions – all embedded within the Army culture of Trust. It inspires and motivates the conduct of Soldiers and Army Civilians who are bound together in common, moral purpose. It expresses the standard and expectation for all of us to make right decisions and to take right actions. It is the heart of the Army and our shared professional identity – our sense of *who* we are – in all aspects of life.

b. Vision: We believe America must have a professional Army of trusted Soldiers and Army Civilians who are inspired to honorably fulfill their oaths of service to the Nation. As members of the Army Profession, we practice our Profession, adhering to and upholding the Army Ethic, reflecting a shared understanding of *Who We Are – Why and How We Serve.* As

Trusted Army Professionals we serve in defense of the Constitution, American people, as Honorable Servants, Army Experts, and as Stewards of the people and other resources, and of the Profession entrusted to our care.

c. Mission: The Army continues to conduct the *America's Army – Our Profession* education and training program and the FY16 theme, "Living the Army Ethic" *Why and How We Serve* to reinforce *Trust*; inspire *Honorable Service*; strengthen our commitment to ethical, effective, and efficient *Stewardship of the Army Profession*; and enhance our *Esprit de Corps*.

d. Execution: The FY16 *America's Army – Our Profession* "Living the Army Ethic" Program begins on 1 October 2015. The intent is to generate shared understanding of the central role of the Army Ethic in explaining *Who We Are* and *Why We Serve*, and inspiring *How We Serve*.

(1) *Who We Are* – All members of the Army Profession (Soldiers and Army Civilians) are bound by our shared values, beliefs, and moral purpose, sworn by sacred oath to support and defend the Constitution of the United States and bear truth faith and allegiance to the same. "Living the Army Ethic" inspires our shared identity as *Trusted Army Professionals* – honorable servants, Army experts, and Stewards of the profession.

Who We Are – *Trusted Army Professionals*

- Honorable Servants of the Nation – Professionals of Character
- Army Experts – Competent Professionals
- Stewards of the Profession – Committed Professionals

(2) *Why We Serve* – We are committed to do our duty to contribute to the "common defense"; we share a love of country and our Army Family; we defend American values that frame the Nation as expressed in the Declaration of Independence and the Constitution of the United States; and we serve "not to promote war, but to preserve peace."

Why We Serve

- Love of Country-Family
- Preserve the Peace – Prevent, Shape, Win
- Defend the American People and values

"Not to promote war, but to preserve peace..."

Elihu Root, 1903 Secretary of War, regarding establishment of the U. S. Army War College

(3) *How We Serve* – As Army Professionals, we live by and uphold the Army Ethic in the conduct of our mission, performance of duty, and all aspects of our lives; and we practice the discipline of our military art and science, always striving for standards of excellence.

How We Serve

- Ethically – Army Ethic– With Character
- Effectively – Teamwork – With Competence
- Efficiently – Stewardship – With Commitment

"The Army Ethic has to be one shared professional ethic that informs and inspires all members of the Army Profession – both uniformed and civilian – to motivate and guide decisions and actions to be Trusted Army Professionals.... As stewards of the Army Profession, senior leaders have the responsibility for embracing the Army Ethic and taking it to their organizations as an ongoing conversation within the profession to support and preserve the greatest land force ever fielded."

John M. McHugh, Secretary of the Army

e. Intended End State: A professional Army of trusted Soldiers and civilians who are inspired to honorably fulfill their oaths of service to the Nation.

f. Objectives of the FY16 America's Army – Our Profession theme, "Living the Army Ethic" education and training program:

(1) Army Professionals *Live by and Uphold the Army Ethic* strengthening the Army culture of Trust.

(2) The Army Profession contributes honorable service, military expertise, and stewardship with courageous Esprit de Corps, reinforcing the enduring bond of Trust with the American people.

(3) Living by and upholding the Army Ethic is our lifelong commitment as Army Professionals. Every veteran of honorable service and Army retiree is a "Soldier for Life" who continues to contribute to the well-being of the United States of America.

4. What You Should Do:

a. At least once during the fiscal year, schedule and conduct professional development within your organization on the theme of "Living the Army Ethic" – *Why and How We Serve*.

b. Incorporate the moral principles of the Army Ethic into unit training, operations, and professional development at all echelons. Use the FY16 America's Army – Our Profession, "Living the Army Ethic" Training Support Package and other relevant products available at

<http://cape.army.mil> to help enhance planning and conduct of professional development activities in support of this program.

c. Create and sustain a positive, professional command climate. Set the example for honorable living, motivating and inspiring others to strive for excellence. Develop disciplined, ready and resilient Army Professionals in your organizations.

d. In education, training, operations, and professional development activities, commanders and organizational leaders exemplify and teach their teams that the Army Ethic:

(1) Is the heart of the Army and the inspiration for our shared professional identity – Who we are, Why and How We Serve;

(2) Informs, and inspires Army Professionals to seek to discover the truth, decide what is right, and demonstrate the *Character, Competence, and Commitment* to act accordingly;

(3) Requires that we live by our moral principles in the conduct of the *mission*, in the performance of duty, and in all aspects of life;

(4) Expects that Stewards of the Army Profession will “Stand Strong” to uphold the Army Ethic – prevent misconduct and do what is right to stop unethical practices;

(5) Living by the Army Ethic is our lifelong commitment as Army professionals. Every veteran of honorable service and Army retiree is a “Soldier for life” who continues to contribute to the well-being of the United States of America.

e. Promote integration of Army Profession and Ethic doctrine (ADP 1, Chapter 2; ADRP 1) into leader coaching, counseling, and mentoring to develop Army Professionals and strengthen the bonds of Trust.

f. Share lessons-learned and encourage Army Professionals to write articles and generate discussions on themes such as “Living the Army Ethic,” “*Why and How We Serve*,” “Our Shared Identity as Trusted Army Professionals,” “The Concept for Character Development,” and “Certification of Army Professionals.”

g. Formally recognize exemplary Soldiers and Army Civilians who uphold the Army Ethic and Army Values in their decisions and actions.

h. Incorporate our customs, courtesies, and traditions – enhancing Esprit de Corps into iconic events (e.g., promotions, changes of command, retirements, graduation ceremonies, reviews, oath ceremonies, hail and farewells, etc.) to focus on the meaning and importance of being a Steward of the Army Profession, by living and upholding the Army Ethic.

5. How CAPE Can Help.

a. The CAPE website includes the FY16 *America's Army – Our Profession* “Living the Army Ethic” *Why and How We Serve* Theme Support Package and many other relevant products. Throughout the year, CAPE will post new material on the Army Profession that may be integrated within ongoing unit and organizational training and professional development on such topics as SHARP, Not-in-My-Squad, and Ready and Resilient.

(1) A Senior Leader Guide provides background information, frequently asked questions, and talking points to assist in communicating the “Living the Army Ethic” program to your unit, organization, and installation.

(2) The “Living the Army Ethic” *Why and How We Serve* video addresses the Army Ethic and includes interviews with Soldiers and Army Civilians who discuss their shared identity as Trusted Army Professionals and what they aspire to contribute while serving in the Army. In addition, ADRP 1 is supported by an “e2Book Doctrine Supplement to ARDRP1,” and both are available on the CAPE website.

b. CAPE leadership is available to conduct Army Profession seminars for division-level and higher organizations, and equivalent organizations, in all components in support of senior leader professional development (O5/O6 and above level Commanders/Directors, Sergeants Major, and GS14 and above Army Civilians.) This two hour seminar is designed to start a dialogue within organizations focusing on the essential characteristics of the Army Profession, our shared identity as “Trusted Army Professionals,” and what it means to “Live By and Uphold the Army Ethic” – *Why and How We Serve*. CAPE personnel will demonstrate facilitation techniques and training materials that your organization’s leadership can use to conduct its own professional development. To learn more about and schedule an AP seminar, visit the CAPE website at <http://cape.army.mil>.

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