

# LIVING THE ARMY ETHIC



## WHY & HOW WE SERVE

### SENIOR LEADER GUIDE

AMERICA'S ARMY  
OUR PROFESSION

[HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL)



# FREQUENTLY ASKED QUESTIONS

## **What is the America's Army - Our Profession "Living The Army Ethic" theme?**

It is an FY15-16 theme to inspire Army Professionals to live by and uphold the Army Ethic in performance of duty and all aspects of life, reinforcing Trust throughout the Army Profession and with the American people.

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

During FY15-16, CAPE personnel will travel to select Army installations throughout the world to provide Army Profession (AP) Seminars. The Army Profession Seminar is a facilitated discussion led by CAPE leadership. Targeting Senior Leaders at the brigade level and above, this two-hour session is designed to start a dialogue within your organization about what it means to be an Army Professional, with focus on the Five Essential Characteristics of the Army Profession. CAPE will demonstrate techniques and concepts that your organization's leadership can use in their own professional development sessions. To learn more or schedule an AP seminar, visit our website at <http://cape.army.mil>.

## **Are Army Civilians included in America's Army - Our Profession "Living the Army Ethic" theme?**

Yes, the Army Civilians Corps is a vital component of the Army

Profession. Materials will be tailored to specifically address the importance of Army Civilians and how they contribute to the Army Profession.

## **How can leaders help with this effort?**

Leaders can spread the "Living The Army Ethic" message and integrate Army Profession doctrine and concepts in the conduct of education, training, and operations (e.g., PME-CES, AR 350-1, and ADP 3-0). They can recognize exemplary Soldiers and Army Civilians who are "Living the Army Ethic" by upholding the Army Values and who demonstrate their leadership through non-tolerance of misconduct and unethical practices. They can encourage Army Professionals to publish articles on the "Living The Army Ethic" themes in periodicals and professional journals. Leaders can also request an AP Seminar.

## **Are there additional training materials available to facilitate training?**

Yes. During FY15-16, CAPE will produce quarterly case study packages. While not mandatory, these digital packages are designed to support leadership professional development sessions and contain video and written case studies related to current events taking place around the world and will be available at <http://cape.army.mil>.

# WHAT YOU CAN DO

## **How can I get involved?**

As Stewards of our Army Profession, each of us has a responsibility to understand the Army Profession doctrine and materials. You can also participate in surveys, studies, forums, professional development sessions, professional writing, dialog with subordinates, peers, and leaders, and send us your feedback. Focus on inculcating the concepts of the Army Profession in your unit or organization. Visit the CAPE website at <http://cape.army.mil> for more information.

## **Read Army Doctrine Reference Publication (ADRP) 1, The Army Profession.**

ADRP 1 defines and doctrinally describes the Army Profession and the Army Ethic. It identifies the two mutually supportive communities of practice of the profession: the Profession

of Arms and the Army Civilian Corps. ADRP 1 establishes the essential characteristics that constitute the Army as a profession: Honorable Service, Military Expertise, Trust, Esprit de Corps, and Stewardship of the Profession. It also defines membership and certification of Army Professionals in character, competence, and commitment.

## **Use the training support products that are available.**

The America's Army - Our Profession "Living The Army Ethic" theme content 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, doctrine, suggested readings, pamphlets, and brochures. Print products are downloadable in print-ready format for local print shop reproduction.

**<http://CAPE.ARMY.MIL>**

# AMERICA'S ARMY – OUR PROFESSION

## LIVING THE ARMY ETHIC

### Quick Facts:

- The Chief of Staff of the Army approved the FY15-16 America's Army - Our Profession "Living the Army Ethic" theme to continue the momentum gained in the prior America' Army - Our Profession training and education themes in enhancing understanding of the essential characteristics of the Army Profession; the certification criteria for Army Professionals; and the moral principles of the Army Ethic as described in Army Doctrine Publication (ADP) 1, *The Army*, Chapter 2, and Army Doctrine Reference Publication (ADRP) 1, *The Army Profession*.
- The intent for the "Living the Army Ethic" theme is to develop a shared professional identity as **Trustworthy Army Professionals**, motivate ethical conduct of the mission, and drive character development for Soldiers and Army Civilians.
- The FY15-16 theme reinforces Trust among Army Professionals and with the American people, inspires Honorable Service, strengthens Stewardship of the Army Profession, and enhances Esprit de Corps.
- CAPE will provide training and education materials to assist in executing this theme. Videos, doctrine, pamphlets, brochures, and lesson plans will be available online at <http://cape.army.mil> for your use and reproduction.



### Focus Areas:

As announced in ALARACT 189/2014, Organizations will be directed to conduct professional development sessions throughout FY15-16 focusing on Why We Serve and How We Serve (see below).

#### WHY WE SERVE:

For our Soldiers, Army Civilians, and Families, we are committed to do our duty to contribute to the "common defense;" we share a love of our country and of 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

#### How We Serve

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

#### HOW WE SERVE:

As Army Professionals, we live by the Army Ethic in the conduct of our Mission, performance of our duty, and all aspects of our lives; we strive for excellence in all we do.

# AMERICA'S ARMY – OUR PROFESSION

## SUPPORTING MESSAGES AND TALKING POINTS

**Vision:** As members of the Army Profession, we practice our profession, consistent with the Army Ethic, reflecting a shared understanding for *Why and How We Serve* in defense of the American people. As Trustworthy Army Professionals, we are Honorable Servants, Military Experts, and Stewards of the people and resources entrusted to our care.

**Mission:** The Army conducts the FY15-16 America's Army – Our Profession, "Living the Army Ethic" Program 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.

**Outcome:** Army Professionals live by and uphold the Army Ethic in performance of duty and all aspects of life, reinforcing Trust throughout the Army Profession and with the American people.

**"It is up to every individual to contribute to a culture in which our Soldiers, Civilians, and Family Members can reach their full potential. "**

- CSA GEN Raymond Odierno 16 May 13

### Top-Line Messages:

- This is America's Army - Our Profession: meeting the needs of the Nation, for over 239 years, built on shared values, established standards, and mutual trust. The Army Profession sustains and strengthens the Nation's trust and confidence in America's Army.
- The Essential Characteristics of our Army Profession (Honorable Service, Military Expertise, Esprit de Corps, Stewardship, all built on the foundation of Trust) strengthen the force through periods of transition, reinforce our identity, and provide the critical foundation for the Army.
- All members of the Army Profession Stand Strong to reinforce Trust, inspire Honorable Service and ethical conduct, strengthen Stewardship, and enhance Esprit de Corps.

### Talking Points:

- We defend the values that frame the nation, preserve the peace, and fulfill our moral obligation to execute the legal and ethical orders of civilian authority. We share these values and uphold the Army Ethic in performance of duty and all aspects of life.
- We accomplish the mission ethically, effectively, and efficiently.
- We live our shared professional identity as Trustworthy Army Professionals - Honorable Servants in defense of the Nation, Military Experts in the ethical design, generation, support, and application of landpower, and Stewards of our people and resources.
- We earn Trust within the Army Profession through consistent demonstration of character, competence, and commitment. We reinforce Trust with the American people through Honorable Service, Military Expertise, and Stewardship of the people and resources entrusted to our care.
- Esprit de Corps remains embedded throughout our culture. It is sustained by customs, courtesies, and traditions, fostering ready and resilient units and organizations with the courage to persevere and ethically accomplish every mission.