

# STAND STRONG

HONORABLE SERVICE ♦ TRUST ♦ STEWARDSHIP

## SENIOR LEADER GUIDE



AMERICA'S ARMY  
**OUR PROFESSION**



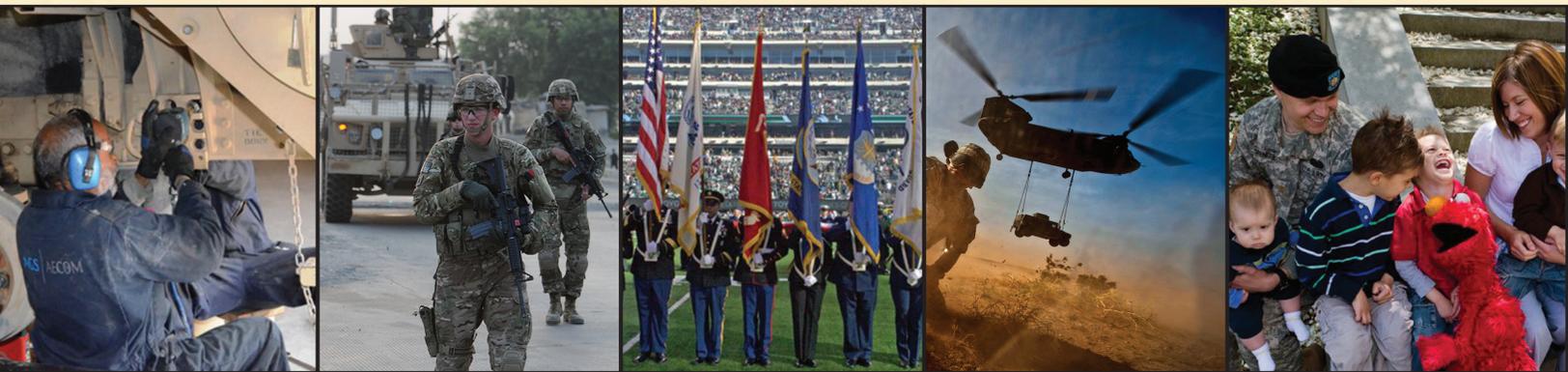
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# AMERICA'S ARMY – OUR PROFESSION STAND STRONG

## Quick Facts:

- The Department of the Army approved the FY14 *America's Army – Our Profession "Stand Strong"* Program to enhance understanding of the five essential characteristics of the Army Profession; the certification criteria for Army Professionals; and the 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 FY14 *America's Army – Our Profession "Stand Strong"* Program is to develop a shared professional identity, motivate ethical conduct, and drive character development for Soldiers and Army Civilians.
- The program 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 education and training materials to assist leaders in executing this program. Videos, doctrine, pamphlets, brochures, and lesson plans will be available online at <http://CAPE.ARMY.MIL> for your use and reproduction.



## FY14 Focus Areas:

### 1st & 2nd Quarters

- **Trust:** Sustain and develop *Trust* among Army Professionals through consistent demonstration of competence, character, and commitment. Reinforce our "bedrock of trust" with the American people by demonstrating *Military Expertise*, contributing *Honorable Service*, *Stewarding the Army Profession*, and exhibiting *Esprit de Corps*.

### 3rd & 4th Quarters

- **Honorable Service:** Inspire *Honorable Service* in ethical conduct of the Mission and in performance of duty, with discipline and to standard. *Honorable Service* is the devotion to duty in defense of the Nation consistent with the Army Ethic. The Army Profession exists to provide for the common defense of the Nation. The Army supports and defends the Constitution in a manner consistent with American values, universal human rights, and the Army Ethic.
- **Stewardship:** The responsibility of Army Professionals to continuously strive for excellence in the performance of duty, to ethically, effectively, and efficiently manage the Army's resources, and to contribute to the professional development of subordinates, peers, and leaders through coaching, counseling, and mentoring.

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# AMERICA'S ARMY – OUR PROFESSION

## SUPPORTING MESSAGES AND TALKING POINTS

**Vision:** Members of the Army Profession clearly understand, accept, and practice their profession, consistent with the Army Ethic and Army Values, in a manner worthy of their professional status.

**Mission:** The Army Profession conducts the FY14 *America's Army - Our Profession*, "Stand Strong" Program to reinforce *Trust*, to inspire *Honorable Service*, to strengthen ethical, effective, and efficient *Stewardship of the Army Profession*, and to enhance *Esprit de Corps*.

**Outcome:** Army Professionals "Stand Strong" to conduct ourselves and hold each other accountable in a manner consistent with the Army Ethic and worthy of our professional status; reinforce *Trust* throughout the Army Profession and with the American people; inspire *Honorable Service* and ethical conduct; strengthen understanding and dedication to *Stewardship of the Army Profession*; and enhance *Esprit de Corps*, the "Winning Spirit" within the Army Profession.

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

- GEN Ray Odierno  
Army Chief of Staff

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### Top-Line Messages:

- This is *America's Army - Our Profession*: meeting the needs of the Nation, 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—*Military Expertise, Honorable Service, 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 of 2020.
- 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:

- Stand Strong is an FY14 Army Profession program intended to inculcate our professional identity and behavior in current and future generations of Army Professionals. We must do right by our battle buddy/colleague, unit/organization, and Nation.
- The Army Profession demands that every Soldier, Army Civilian, and Family member Stand Strong by taking personal responsibility for their own behavior, for confronting unacceptable conduct, and for resolving any incident that demeans an individual's dignity and respect.
- *Trust* is essential for successful accomplishment of all our missions. In order to earn, develop, and maintain trust within the Army Profession we must Stand Strong by consistently demonstrating our competence, character, and commitment while performing our duties effectively, ethically, with discipline and to standard.
- We must Stand Strong as an Army Profession. We have a professional duty to guarantee the safety, security, and welfare of every Soldier, Civilian, and Family member against any threat. Falling short of this guarantee diminishes us as Professionals.
- Our Army has met every challenge placed before us. Today, that challenge is to reaffirm our commitment to the Army Profession and its members. We must Stand Strong and demonstrate conduct worthy of our professional status. Everyone must act; there can be no bystanders in this mission.

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# FREQUENTLY ASKED QUESTIONS

## **What is the America's Army - Our Profession "Stand Strong" Program?**

It is an FY14 program to develop a shared professional identity, inspire ethical conduct, and drive character development of all members of the Army Profession. Army Professionals "Stand Strong" to conduct ourselves and hold each other accountable in a manner consistent with the Army Ethic and worthy of our professional status. The program reinforces *Trust* among Army Professionals and with the American people, inspires *Honorable Service*, strengthens *Stewardship of the Army Profession*, and enhances *Esprit de Corps*.

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

During FY14, CAPE personnel will travel to Army installations throughout the world to provide Army Profession (AP) Seminars. AP Seminars engage participants in a discussion about new Army Profession doctrine and the essence of being an Army Professional. These seminars are also designed to exhibit the web-based training and education resources CAPE offers and to demonstrate suggested techniques for facilitating unit and organization level Army Profession leader development sessions that can be customized based on unit assessment and available time.

## **Are Army Civilians included in America's Army - Our Profession "Stand Strong" Program?**

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 promulgate the "Stand Strong" 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 "Stand Strong" by upholding the Army Ethic and 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 "Stand Strong" themes in periodicals and professional journals. Leaders can also request an AP Seminar.

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## WHAT YOU CAN DO!

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

As stewards of our Army Profession, all of us have 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 five essential characteristics that constitute the Army as a profession: *Military Expertise*, *Honorable Service*, *Trust*, *Esprit de Corps*, and *Stewardship of the Profession*. It also defines membership and certification of Army Professionals in competence, character, and commitment.

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

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