



# SENIOR LEADER GUIDE



# AMERICA'S ARMY OUR PROFESSION



# AMERICA'S ARMY – OUR PROFESSION EDUCATION AND TRAINING PROGRAM

## Quick Facts:

- During Calendar Year 2013, the United States Army will launch the *America's Army – Our Profession* program to enhance the education and training of Army professionals. This program will generate an inspirational and aspirational dialog for Soldiers and Civilians to reaffirm their understanding of themselves as professionals, recommit to a culture of service, and serve in accordance with the Army Ethic and culture.
- There are four focused themes for the *America's Army – Our Profession* Education and Training program: Standards and Discipline; Army Customs, Courtesies, and Traditions; Military Expertise – Certified Army Professionals; and Trust.
- Each of these themes will include education and training materials to assist leaders in executing this program. Materials include videos, mobile device applications, doctrine, pamphlets, brochures and curriculum. All materials will be available online at <http://CAPE.ARMY.MIL> for your use and/or local reproduction.
- During CY2013 CAPE will meet with unit and organization senior leaders. The senior leader engagements will support unit/agency level professional development sessions. CAPE will also conduct eight Master Army Profession and Ethic Trainer courses. The course will provide leaders with the tools to train and lead organizational personnel in integrating Army Profession concepts and character development programs into their unit, school or center. The course is open to SFC, CPT, CW2 and above as well as Army Civilians.

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

- CSA Marching Orders

## Supporting Theme Focus:

- **Standards and Discipline:** Emphasize Standards and Discipline (e.g., personnel and property accountability, SOPs, uniform and appearance, drill and ceremony, inspections, command presence during maintenance, educate/train junior leaders) to reinforce understanding of Army standards and individual and unit discipline, and to recommit to professional excellence that is the hallmark of the Army Profession and its professionals.
- **Army Customs, Courtesies, and Traditions:** Emphasize Army customs, culture, courtesies, heraldry and traditions. Integrate Army Profession concepts into traditional Army events and ceremonies. Emphasize the significance of these key events to the Army as a profession and to the individual as a professional. Frame inductions, promotions, graduations, transfer of authorities/commands, and other iconic-like events to be more meaningful. Reinvigorate cohesion building events such as spur rides and dining-ins.
- **Military Expertise – Certified Army Professionals:** Emphasize the concepts of professional competence, character, and commitment. The Army as an institution and its leaders (stewards) certify each member of the profession through human development programs and processes. Stewards of the profession use coaching, counseling, and mentoring to bring meaning and relevance to these programs and processes. This is supported by unit/organizational leader presence and their candid and transparent communications at all levels.
- **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 contributing military expertise, serving honorably, stewarding the Army Profession, and having esprit de corps.

# AMERICA'S ARMY – OUR PROFESSION

## SUPPORTING MESSAGES AND TALKING POINTS

**Vision:** A widely understood, accepted, and internalized meaning of the Army Profession and Ethic implemented through institutional programs and Army-wide engagement. Public understanding of a professional Army.

**Goal:** An enduring Army Profession emphasis to inculcate our professional identity and behavior in future generations of Army professionals. The Army Profession and development of future leaders are the foundation for achieving the Army of 2020. Sustained public confidence in the Army.

**Outcome:** Members of the profession possess the doctrine for, understanding of, and commitment to the Army Profession and Ethic. Leaders incorporate professional concepts/content into their leader development programs. All members are aware of the Army Profession concepts, participate in an ongoing dialogue about the profession, and conduct themselves in a manner worthy of their professional status.



### 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.

### Talking Points:

- The Army has published updated doctrine ADP 1, *The Army* and ADRP 1 (Initial Draft), *The Army Profession*.
- The Army is committed to an enduring education and training program designed to facilitate dialog, education, train, and inspire all members of the Army on the meaning and practice of the Army Profession.
- Army Profession concepts and education resources will assist Army leaders in improving the health of the force and preparing members of the profession for the demands of Army 2020. These will support other Army requirements such as SHARP, hazing, Ready and Resilient, and suicide awareness.
- The Army's ultimate goal is to ensure that all members of the Army Profession understand what it means to be a member of the Army Profession, internalize the values that comprise the Army Ethic, and exhibit behavior consistent with those values.

# 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 serve in accordance with the Army Ethic and Army culture.

## **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 the Army Profession concepts into doctrine (ADP/ADRP 1), revising PME and CES, and developing training, tools, and products. Additionally, the Army will operationalize the Army Profession concepts by training approximately 400 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 using Army Profession concepts. These efforts will ensure the Army of 2020 is not only leaner, more agile, adaptive, innovative, versatile, and ready; but also our Soldiers and Army Civilians are competent, of honorable character, and committed.

## **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.

## **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 YOU CAN DO!

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

As a steward of our Army Profession, all members have a responsibility to read and understand the Army Profession materials. You can also participate in surveys/studies, forums, or professional development sessions, professional writing contests, dialog sessions with coworkers and subordinates 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*.**

Army Doctrine Reference Publication (ADRP) 1 augments Chapter 2 of ADP 1, *The Army*. An Initial Draft of ADRP 1 was released at the 2012 AUSA Annual Meeting in October 2012. 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 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 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 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* 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.

<http://CAPE.ARMY.MIL>