

Values – US Army V2

What is the purpose of this article?

- 1) Enable investors, the board of directors, C-Suite and others to discuss the values of your company.
- 2) Help identify the role of values in selecting, assessing, and exiting: board directors, C-Suite, and other members of your company.

What are the critical learnings in this article?

- 1) Values are doing what is right – which is far more than following the law.
- 2) Acting and behaving on values may come with great personal pain.

What is the purpose of the U.S. Army?

“To deploy, fight and win our nation’s wars by providing ready, prompt and sustained land dominance by Army forces across the full spectrum of conflict as part of the joint force.”¹

“THE ARMY OF 2030

As the Army comes out of the conflicts in Iraq and Afghanistan and refocuses on the pacing challenge of China and the acute threat posed by Russia, Army leaders are directing the most significant reorganization and technical innovation since the end of the Cold War — ensuring our adversaries cannot outrange or outpace us on traditional battlefields, or the new frontiers of space and cyberspace. The world is changing, and the Army is changing with it.”¹

I observe that the U.S. Army purpose is focused on the long-term future, not the past or near-term.

What are the values of the US Army?¹

LOYALTY

Bear true faith and allegiance to the U.S. Constitution, the Army, your unit and other Soldiers. Bearing true faith and allegiance is a matter of believing in and devoting yourself to something or someone. A loyal Soldier is one who supports the leadership and stands up for fellow Soldiers. By wearing the uniform of the U.S. Army, you are expressing your loyalty. And by doing your share, you show your loyalty to your unit.

DUTY

Fulfill your obligations. Doing your duty means more than carrying out your assigned tasks. Duty means being able to accomplish tasks as part of a team. The work of the U.S. Army is a complex combination of missions, tasks and responsibilities — all in constant motion. Our work entails building one assignment onto another. You fulfill your obligations as a part of your unit every time you resist the temptation to take “shortcuts” that might undermine the integrity of the final product.

RESPECT

Treat people as they should be treated. In the Soldier’s Code, we pledge to “treat others with dignity and respect while expecting others to do the same.” Respect is what allows us to appreciate the best in other people. Respect is trusting that all people have done their jobs and fulfilled their duty. And self-respect is a vital ingredient with the Army value of respect, which results from knowing you have put forth your best effort. The Army is one team and each of us has something to contribute.

SELFLESS SERVICE

Put the welfare of the nation, the Army and your subordinates before your own. Selfless service is larger than just one person. In serving your country, you are doing your duty loyally without thought of recognition or gain. The basic building block of selfless service is the commitment of each team member to go a little further, endure a little longer, and look a little closer to see how he or she can add to the effort.

HONOR

Live up to Army values. The nation’s highest military award is The Medal of Honor. This award goes to Soldiers who make honor a matter of daily living — Soldiers who develop the habit of being honorable, and solidify that habit with every value choice they make. Honor is a matter of carrying out, acting, and living the values of respect, duty, loyalty, selfless service, integrity and personal courage in everything you do.

INTEGRITY

Do what's right, legally and morally. Integrity is a quality you develop by adhering to moral principles. It requires that you do and say nothing that deceives others. As your integrity grows, so does the trust others place in you. The more choices you make based on integrity, the more this highly prized value will affect your relationships with family and friends, and, finally, the fundamental acceptance of yourself.

PERSONAL COURAGE

Face fear, danger or adversity (physical or moral). Personal courage has long been associated with our Army. With physical courage, it is a matter of enduring physical duress and at times risking personal safety. Facing moral fear or adversity may be a long, slow process of continuing forward on the right path, especially if taking those actions is not popular with others. You can build your personal courage by daily standing up for and acting upon the things that you know are honorable.

What are your next steps?

- 1) Compare your company's purpose and values to the U.S. Army purpose and values.
- 2) Outline the purpose of your company.
- 3) Describe how your company's values enable the achievement of your company's purpose and your company's long-term competitive success.
- 4) Describe how values are used to: select, assess, and exit – board directors, the C-Suite, and other employees, contractors, suppliers and partners.

Footnotes

¹ U.S. Army website November 14, 2022

<https://www.army.mil/about/#:~:text=Our%20purpose%20remains%20constant,part%20of%20the%20joint%20force.>

What further reading should you do?

Why are values, morals, and ethics important?

<http://koorandassociates.org/values-morals-and-ethics/why-are-values-morals-and-ethics-important/>

Society's trust in corporate leadership and political leadership is low.

<http://koorandassociates.org/values-morals-and-ethics/societys-trust-in-corporate-leadership-and-political-leadership-is-low/>