

*“The only way to get our values right is ... to see things not in the light of time, but in the light of eternity.”*

*- William Barclay*



# United States Air Force Core Values

## I. Definitions:

- Value: To rate in usefulness, importance, or general worth; to consider highly important
- Core: An inmost part of something; the center part
- - Inmost – Deepest within

## II. Air force Core Values

### **1. Integrity First:**

A. The willingness to do what is right even when no one is looking.

B. Character traits associated with integrity

1. Courage: do what's right even if personal cost is high

2. Honesty: your word must be your bond
3. Responsibility: be capable and dependable
4. Accountability: you take credit for better or worse – you answer for it
5. Openness: encourage free flow of information within an organization
6. Self-respect: respect one's self as a professional and human being; don't behave in ways to bring discredit upon yourself or organization



## 7. Humility: modesty or meekness in behavior and attitude



## **2. Service before self:**

A. Professional duties take priority over personal desires

B. Behavior associated with service before self

1. Rule following: understand rules exist for a reason and you must follow them unless safety or morality is at stake

2. Respect for others: place troops ahead of your personal comfort

3. Discipline and self-control: don't indulge yourself in self-pity, discouragement, anger, frustration or defeatism – don't become a victim – causes you to think too much about yourself and not others

4. Faith in the system: don't adopt the view that you know better than those above you in the chain of command what should or should not be done



“Life is too magnificent, our capacities too noble, our days too few and precious to be squandered on just our own selfish little selves.”

- From: The Good Shepherd and His Sheep By: Phillip Keller





**Excellence: Excellence is an inner drive to be the best you can be. This desire to excel is what changes ordinary people into extraordinary individuals.**

### **3. Excellence in all we do:**

A. Excellence in all we do: develop a sustained passion for continuous improvement and innovation that will propel the Air Force into a long-term, upward spiral of accomplishment and performance

## B. Types of excellence to strive for:

1. Product/service excellence
2. Personal excellence
3. Community excellence
4. Resources excellence
5. Operations excellence



**Honor:** good name, reputation, a person of superior standing

How to achieve honor; achieve it via:

-Integrity

-Service before self

-Excellence in all we do

# In closing, why have core values?

1. They tell us the price of admission to an organization
2. They point to what is universal in that organization
3. They help us know what to expect and what is expected of us

