MEMORANDUM

From: Commander, Naval Information Forces

Subj: COMMANDER'S GUIDING PRINCIPLES

1. To ensure alignment within the organization and our subordinate commands, I am providing my personal guiding principles to help you better understand how I approach command and our mission.

   a. Mission excellence. To execute our mission well, we must truly understand our core requirements and execute a program that meets them. We need to be absolutely outstanding in the execution of our mission, lives, and resources in support of our national defense depending on us. We must execute with a sense of urgency, challenge status quo thinking, and break down barriers inhibiting progress.

   b. We care about each other personally and professionally. Our success hinges on our personal and professional excellence, practicing civility in all we do.

   c. We are reliable, responsible stewards of the public's trust. The integrity of our core foundational capabilities - personnel management, training, security, safety, cyber resilience/security, financial/contract management, and Sailor programs, must be evident to everyone.

   d. We understand and apply Operational Risk Management in all we do. We need to stress safety and make smart decisions. We can not afford unacceptable, preventable loss.

   e. We maintain open communication – up and down the Chain of Command. Our command excels through teamwork and unity of purpose. Clear, concise, and timely communication exists throughout the command in all functions and tasks.

   f. We embrace the Navy core values – Honor, Courage, and Commitment. As an extension of that idea, we also embrace TRUST: Transparency, Respect, Unity, Selflessness, and Teamwork. We focus on doing the right thing every time and do not let others violate rules. We understand that perception is in the public eye.

   g. We embrace innovation, flexibility, and adaptability. We seek opportunities to better our team and our force.

   h. We listen to our customers to understand their needs and requirements and are continually looking for better ways to do business.
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i. We are known for our service to the Nation, to the Navy, and to one another.

2. Nothing above is revolutionary, and I think you would agree, is core to any high performing organization. I ask you to think about how these apply to your position and your piece of our mission. Are we in sync?

3. I am proud to be a part of the Naval Information Forces team; I am grateful to work with each of you to advance Information Warfare in our Navy. Thank you for all you do.

B. B. BROWN