Guiding Principles

• **Take Customer Service to the Next Level**
  - “Can-Do” Attitudes that Result in Positive Experiences

• **Be Brilliant on the Basics**
  - Know and Execute Policy / Doctrine; Perfect Our Guidance

• **Make Smart Business Decisions**
  - Advance Enterprise Alignment; Seek Efficiency and ROI

• **Live a Culture of Continuous Improvement**
  - Base Appearance, Sharing of Lessons, Critical Introspection

• **Represent Navy to the Surrounding Community**
  - Installations are the Face of the Navy; it’s about Relationships

Service Through Action: Customer-Focused, Efficient, Effective, and Responsive