VA CORE VALUES AND CHARACTERISTICS

Because I CARE, I Will...
Since 2009, VA has focused on three fundamental principles to guide our transformation into a 21st century organization:

- People-Centric
- Results-Driven
- Forward-Looking
Our transformational journey began with some very serious self-examination:

- How well are we performing our mission?
- What is changing in our operating environment?
- How do we respond to that change?
Despite much progress across VA, much more remains to be done
VA Core Values and Characteristics

• Position VA to be the provider of choice for all Veterans
• Demonstrate how much we truly care about Veterans, through:
  – Stewardship
  – Responsiveness
  – Quality
• Overcome negative perceptions
In a changing world, Core Values provide an enduring description of our culture and how we care for Veterans.

Not new, just formalized—we live by them every day.

Relevant, meaningful and actionable for all VA employees—no matter where we work.
VA Core Values
Who We Are
VA Core Values

BECAUSE I CARE, I WILL...

- **INTEGRITY**: Act with high moral principle. Adhere to the highest professional standards. Maintain the trust and confidence of all with whom I engage.

- **COMMITMENT**: Work diligently to serve Veterans and other beneficiaries. Be driven by an earnest belief in VA’s mission. Fulfill my individual responsibilities and organizational responsibilities.

- **ADVOCACY**: Be truly Veteran-centric by identifying, fully considering, and appropriately advancing the interests of Veterans and other beneficiaries.

- **RESPECT**: Treat all those I serve and with whom I work with dignity and respect. Show respect to earn it.

- **EXCELLENCE**: Strive for the highest quality and continuous improvement. Be thoughtful and decisive in leadership, accountable for my actions, willing to admit mistakes, and rigorous in correcting them.
Core Values also serve a bonding function across VA

- Unified in our mission:
  - To fulfill President Lincoln’s promise, “To care for him who shall have borne the battle and for his widow, and his orphan.”
VA Core Values support transformation and help change perception.
VA Core Characteristics
What We Stand For
VA Core Values and Characteristics

Core Characteristics describe what we stand for, what we must be:

- Trustworthy
- Accessible
- Quality
- Innovative
- Agile
- Integrated
Every day, you demonstrate who we are and what we stand for

• Look for every opportunity to demonstrate our values in action
• Think, “I CARE, therefore I will...” in everything you do and everyone you encounter
• Recognize and celebrate I CARE behaviors when you see them in action
• Embrace our quest to achieve the characteristics that will continue VA’s transformation
• Consider ways our Core Values can further unify us all in our mission
get involved
take action
make a difference
share your stories
recognize others
keep up the momentum!

VA employees may access more information on the I CARE Intranet site at: http://vaww.va.gov/ICARE