

WAYS I CARE
VALUES WE LIVE BY



VA CORE VALUES AND CHARACTERISTICS

Because I CARE, I Will...



INTEGRITY



COMMITMENT



ADVOCACY



RESPECT



EXCELLENCE



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U.S. Department of Veterans Affairs

VA Core Values and Characteristics



Since 2009, VA has focused on three fundamental principles to guide our transformation into a 21st century organization

- ❑ People-Centric
- ❑ Results-Driven
- ❑ Forward-Looking

VA Core Values and Characteristics



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

VA Core Values and Characteristics



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.

INTEGRITY

COMMITMENT

ADVOCACY

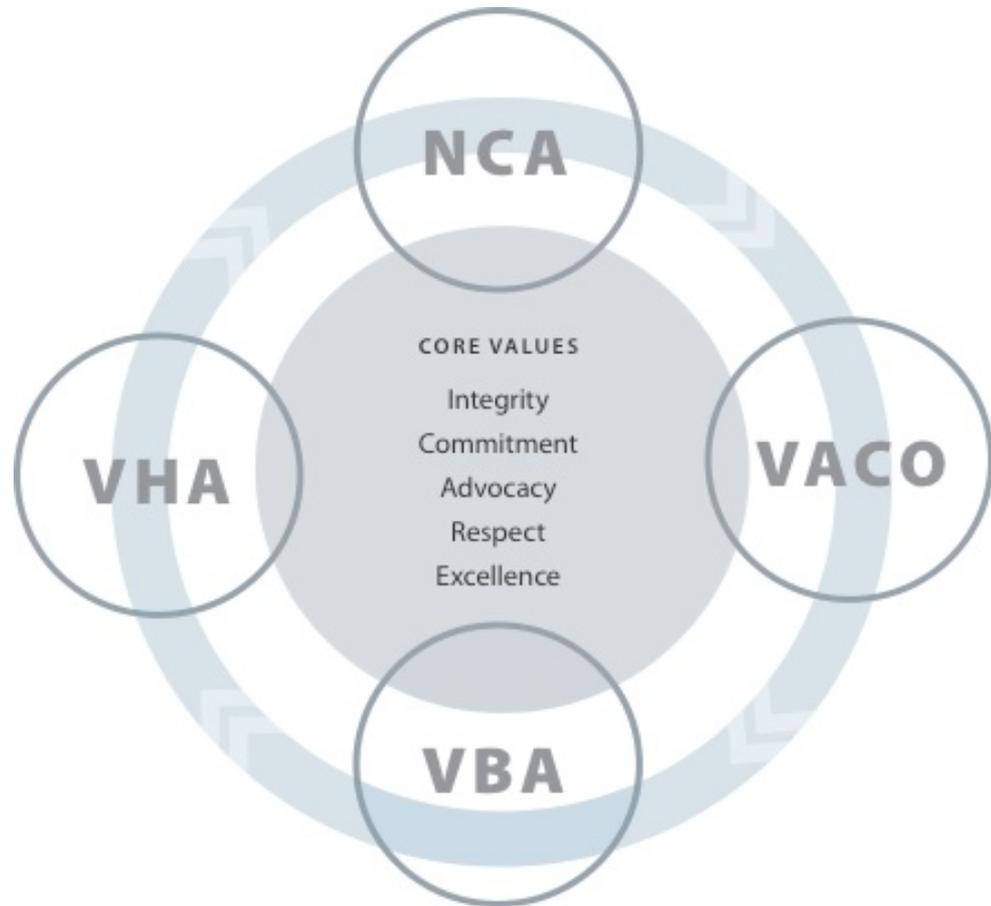
RESPECT

EXCELLENCE

VA Core Values

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.

INTEGRITY



COMMITMENT



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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

VA Core Values and Characteristics



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

VA Core Values and Characteristics

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>

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