



# 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