



CALL TO DUTY
BOOTS ON THE GROUND

Army Values





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Intent

To emphasize the importance of the Army Values for all Soldiers and Department of the Army Civilians





Background

In 2005, the Army began a campaign to reemphasize the importance of the Army Values throughout the force. That mission continues today with the revised Army Values posters, which provide a visible reminder of embodiment of the warrior spirit and the importance of our core values.





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Army Values - Our Core

Since September 11, 2001, the world has witnessed the very best of our Soldiers, Army Civilians, and their Family members, as evidenced by their dedication to duty, professionalism, and compassion as they have lived the Army Values.

Many of our Army Family have made the ultimate sacrifice by giving their lives honorably in the Global War on Terrorism. Others have provided aid during times of need resulting from natural disasters or emergencies, at home and abroad. These honorable deeds epitomize the Army Values and earn the respect of people around the world.





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Army Values - Our Core

The Army Values - Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage (LDRSHIP) - are our baseline, our foundation, our core. They define who we are, what we do, and what we stand for.

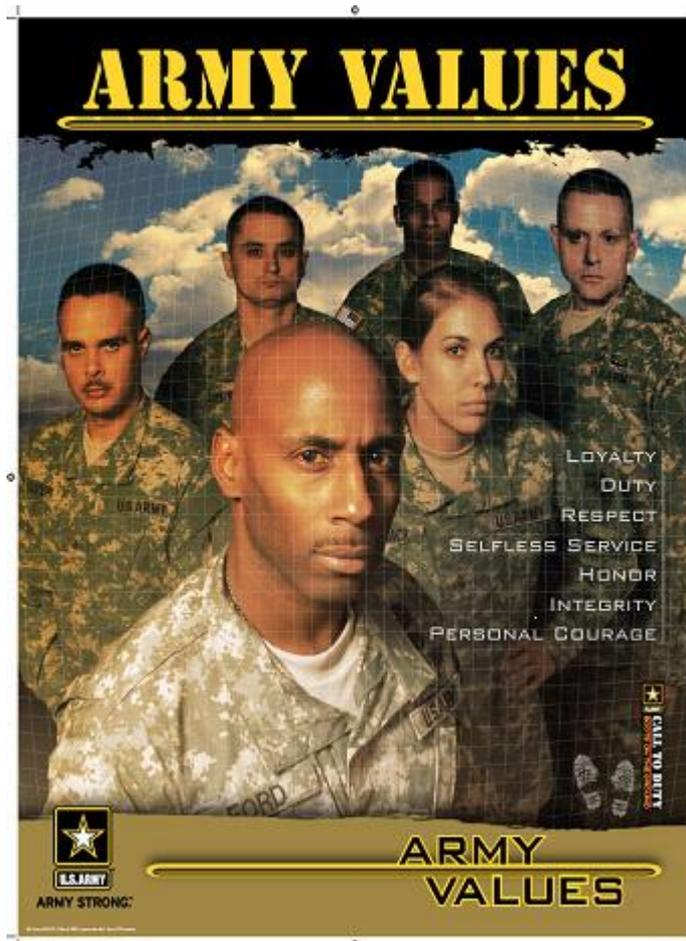




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Army Values

- **Loyalty**
- **Duty**
- **Respect**
- **Selfless Service**
- **Honor**
- **Integrity**
- **Personal Courage**

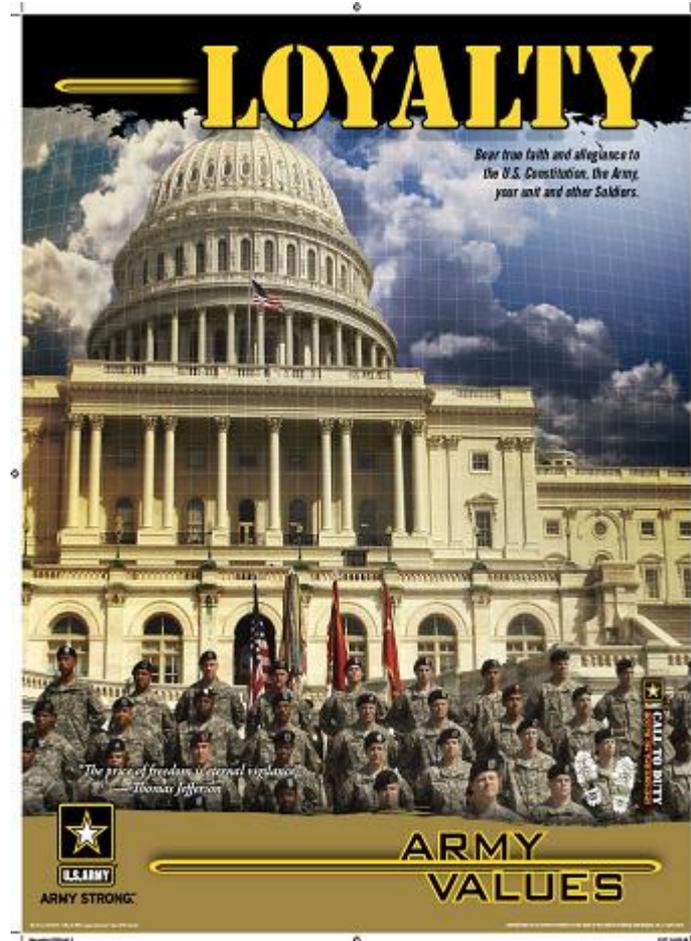




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Loyalty

Bear true faith and allegiance to the U.S. Constitution, the Army, your unit and other Soldiers

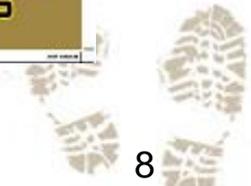
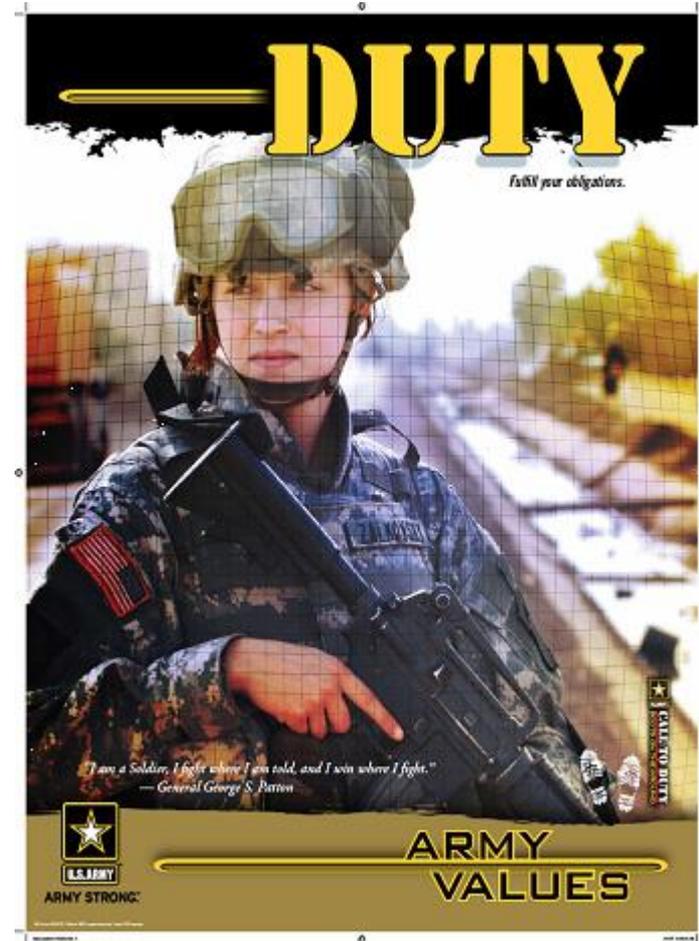




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Duty

Fulfill your Obligations

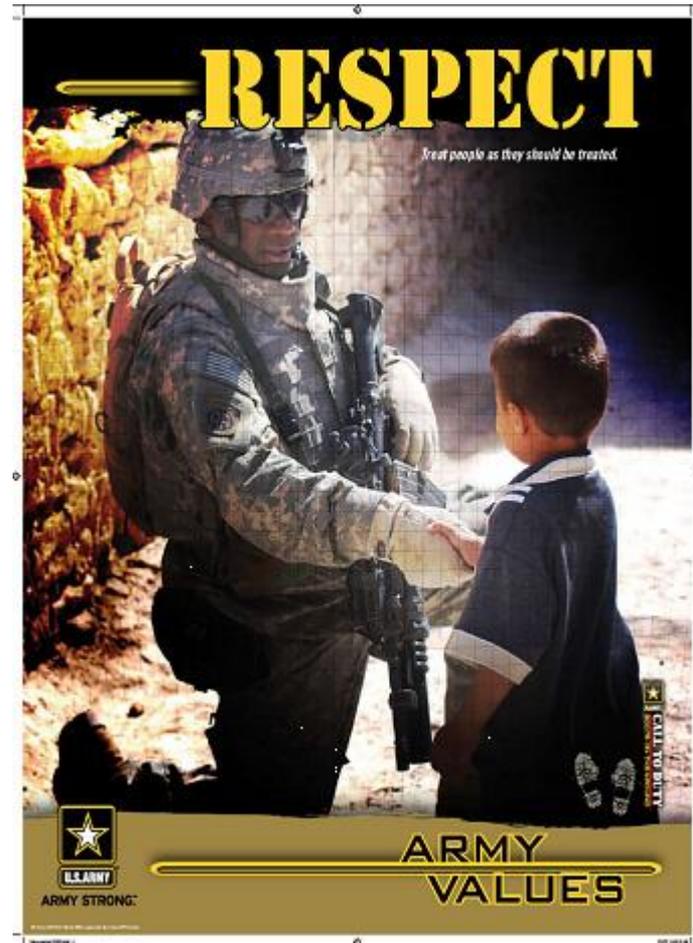




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Respect

*Treat people as they
should be treated*

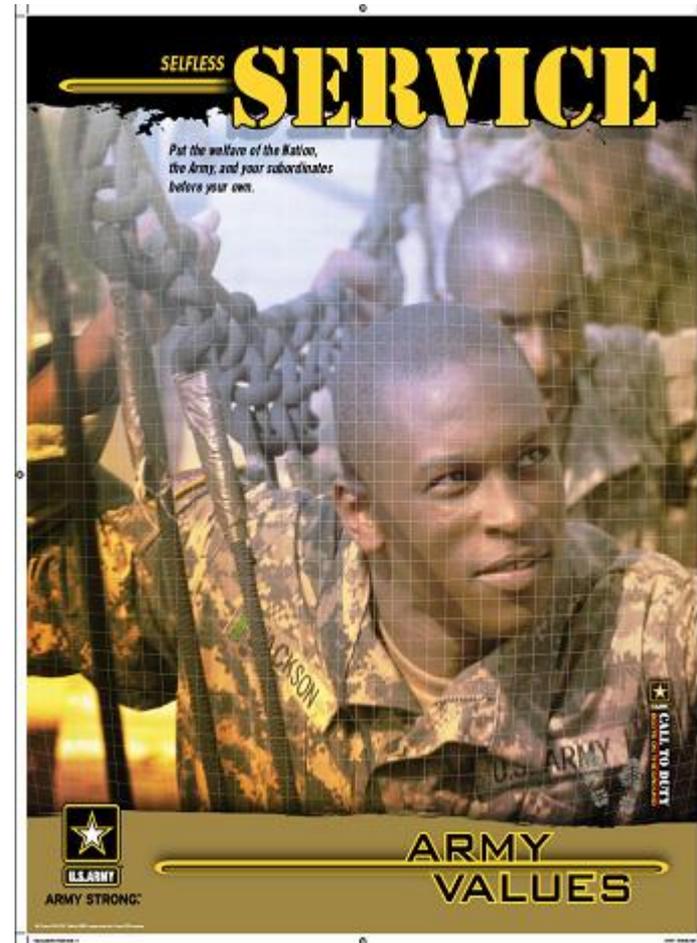




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Selfless Service

Put the welfare of the Nation, the Army, and your subordinates before your own

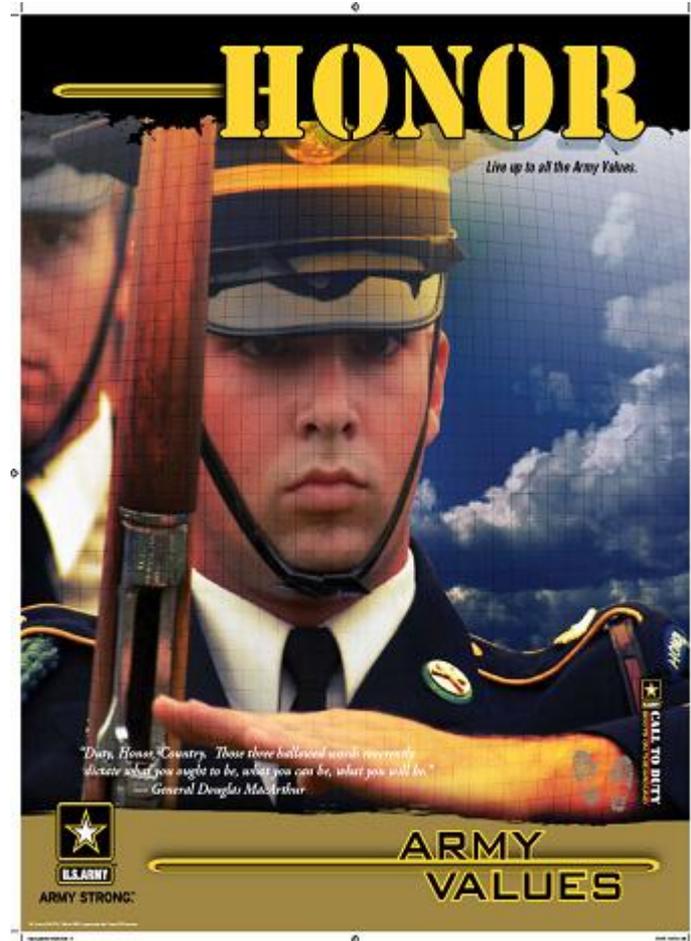




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Honor

*Live up to all the
Army Values*

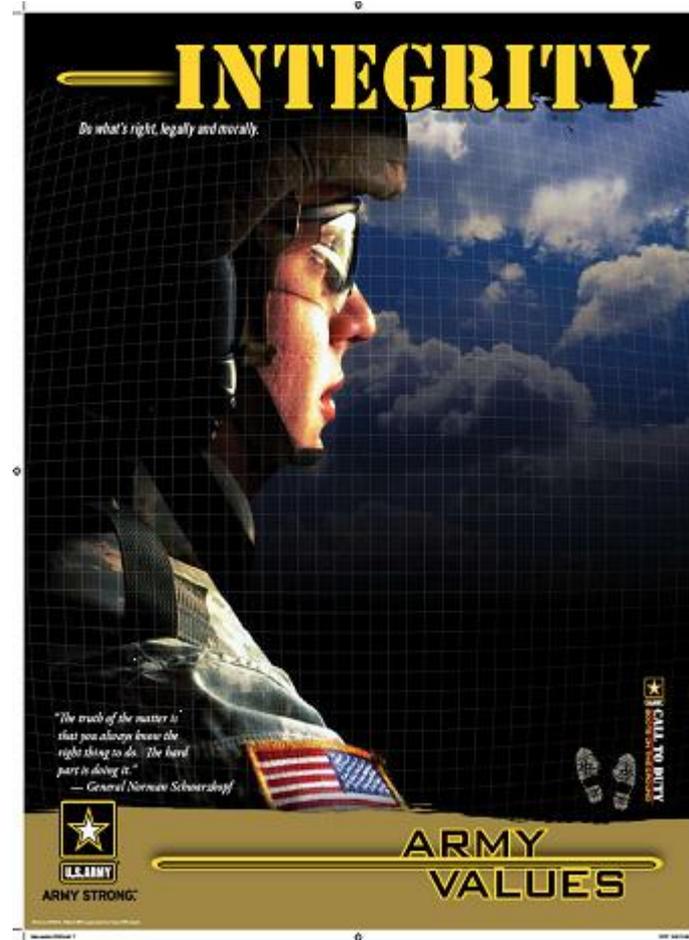




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Integrity

*Do what's right,
legally and morally*

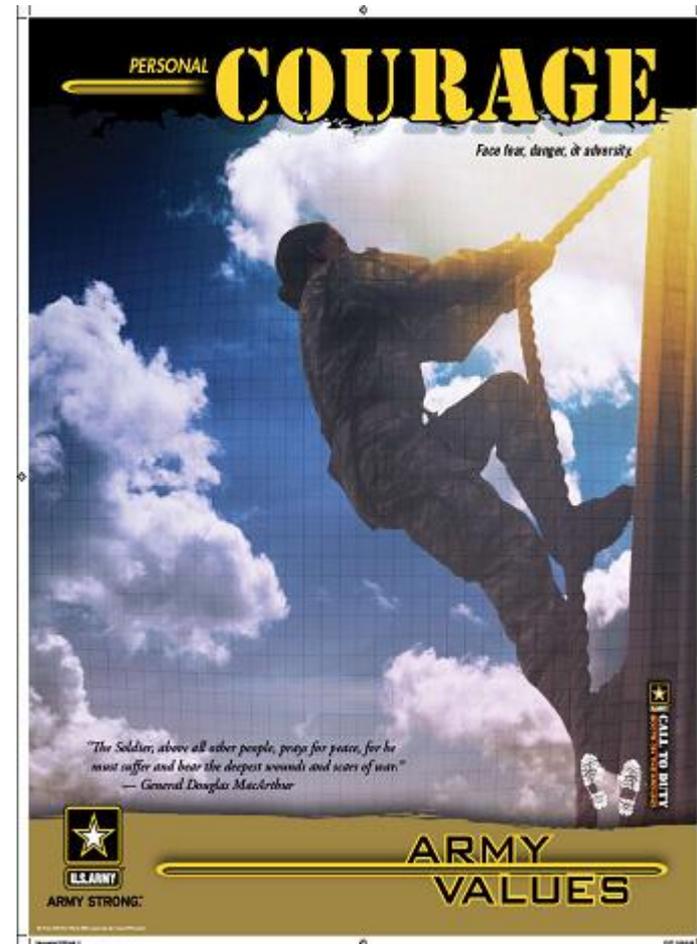




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Personal Courage

Face fear, danger, or adversity (physical or moral)





Our Values

Actions counter to the Army Values weaken the Army team, our morale, and our readiness. They discredit our service to the Nation, and can lead those we serve to question our values. We must *never* accept actions inconsistent with the Army Values.

