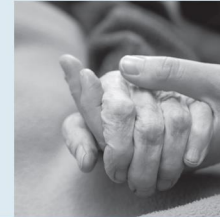


WAYS I CARE  
VALUES WE LIVE BY



## 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

# Secretary's Message



**Secretary Robert A. McDonald**

“.....it is critical that all of us at VA reaffirm our commitment to our mission and our values. Our commitment to serving Veterans must be unquestioned. Veterans must know that we are “all in” when it comes to accomplishing our mission and living by our values.

Therefore, I am directing that all Under Secretaries and Assistant Secretaries, or those acting in that capacity, report to me by Friday, August 22, via email or phone call, that they and their employees have reaffirmed their commitment to both our mission and our values....”

# VA Core Values and Characteristics



No organization can succeed without values to match its mission.

Our mission, as the Department of Veterans Affairs, is to care for those “who shall have borne the battle” and for their families and survivors.

Our core values focus our minds on our mission of caring and thereby guide our actions toward service to others.

Much progress has been  
made across VA, and  
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

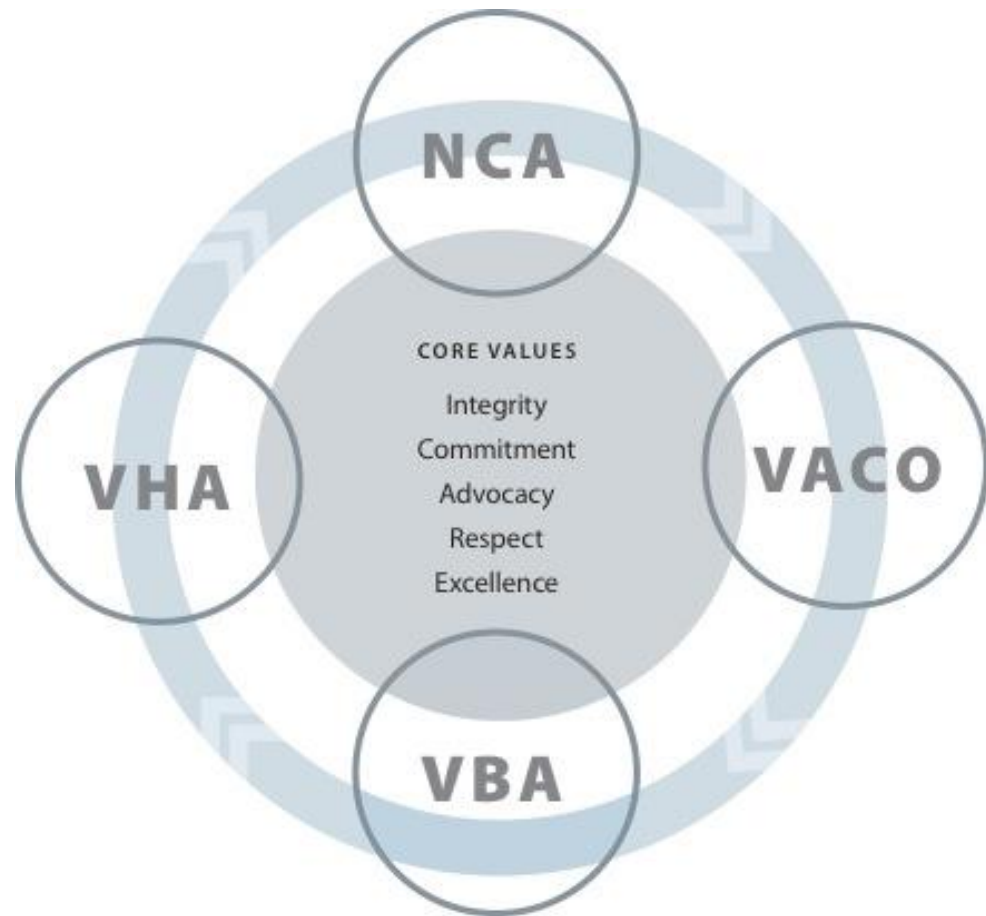
EXCELLENCE



# 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.”



The slide features a blue background with a grid of lighter blue squares. The central square is filled with a pattern of small, light blue stars. The text is centered in white. 

# 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!**



Visit the I CARE Intranet  
site today:  
[vaww.va.gov/ICARE](http://vaww.va.gov/ICARE)

INTEGRITY

COMMITMENT

ADVOCACY

RESPECT

EXCELLENCE