

The Third Core Value: Excellence In All We Do

Every American Airman strives for continual improvement in self and service.

Excellence in all we do directs us to develop a sustained passion for continuous improvement and innovation that will propel the Air Force into a long-term, upward spiral of accomplishment and performance.

Product/service excellence

We must focus on providing services and generating products that fully respond to customer wants and anticipate customer needs, and we must do so within the boundaries established by the tax-paying public.

Personal excellence

Military professionals must seek out and complete professional military education, stay in physical and mental shape and continue to refresh their general educational backgrounds.

Community excellence

Community excellence is achieved when the members of an organization can work together to successfully reach a common goal in an atmosphere that is free from fear and that preserves individual self-worth. Some of the factors influencing interpersonal excellence are:

Mutual respect

Genuine respect involves viewing another person as an individual of fundamental worth. Obviously, this means that a person is never judged on the basis of his/her possession of an attribute that places him/her in some racial, ethnic, economic or gender-based category.

Benefit of the doubt

Working hand in glove with mutual respect is that attitude that says all coworkers are innocent until proven guilty. Before rushing to judgment about a person or his/her behavior, it is important to have the whole story.

Resources excellence

Excellence in all we do also demands that we aggressively implement policies to ensure the best

possible cradle-to-grave management of resources.

Material resources excellence

Military professionals have an obligation to ensure that all of the equipment and property they ask for is mission essential. This means that residual funds at the end of the year should not be used to purchase "nice to have" add-ons.

Human resources excellence

Human resources excellence means that we recruit, train, promote and retain those who can do the best job for us.

Operations excellence

There are two kinds of operations excellence: internal and external.

Excellence of internal operations

This form of excellence pertains to the way we do business internal to the Air Force from the unit level to Air Force Headquarters. It involves respect on the unit level and a total commitment to maximizing the Air Force team effort.

Excellence of external operations

This form of excellence pertains to the way in which we treat the world around us as we conduct our operations. In peacetime, for example, we must be sensitive to the rules governing environmental pollution, and in wartime we are required to obey the laws of war.