

# Organizational VALUES

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**T**HE JOINT WARFARE CENTRE (JWC) recently released its new organizational values. The task was to create values that would help the JWC focus on the changes required for NATO 2030 and beyond. The Culture, Ethics and Values team was tasked to deep dive into this task, taking inputs from the JWC's earlier Organizational Values Assessment (OVA) study as well as other surveys and workshops to gather input from military and civilian staff of all ranks and nationalities.

The team identified recurring themes that, through various iterations, were distilled

into three key values: Excellence in Action, Innovation in Motion, and United in Purpose. The values are intended to be practical and enduring and will be introduced into our working environment in many different ways in the coming months. The new set of values can benefit the organization in various ways:

- **Values as a mindset**, shaping how we think and act. NATO 2030 is arguably all about mindset change. How can the Alliance shift its thinking to operate in new ways? The JWC values are designed to support these efforts by opening us to these perspectives.

- **Values as focusing tools**, guiding decisions and priorities. Regardless of our mission and structure, the basics remain. We will still need to make decisions, prioritize efforts and see beyond our own blind spots. The values will support these efforts by helping us focus on what is important.

- **Values as connectors**, building unity and shared purpose across the organization. In our multinational NATO environment, our values will serve as connectors, helping us speak in a common tongue.

This launch of our new values is everyone's legacy and something for which we are all responsible. It is just the beginning of our long-term commitment to embed our values in a way that strengthens the JWC's ability to adapt, collaborate, and deliver on its mission during this time of massive transformation. ✨

1

### Excellence in Action

We hold ourselves to high professional standards, in words and actions – consistently, diligently and transparently.

**Do it right. Do it well.**

2

### Innovation in Motion

We move forward by challenging convention, embracing learning and continuously adapting to the needs of the Alliance.

**Keep moving. Keep improving.**

3

### United in Purpose

Acting with integrity and respect, we draw on our diversity and align to our shared mission.

**Many countries. One mission.**



Scan the QR codes for the JWC Values Trifold, the JWC Quick Facts and job opportunities!