



Deputy Commandant for Mission Support Commander's Intent

Every day, you deliver superior customer service to support the assets, people, and systems that enable operators to carry out the Coast Guard's missions. This is accomplished by collections of individuals and teams of experts dedicated to providing the entire Coast Guard workforce with the tools, support, and services they need. While we often talk in terms of "supporters" and "operators," remember that we are ONE Service and ONE team, working cooperatively to carry out the Coast Guard's increasingly important 11 statutory missions.

Command Master Chief (CMC) Michael Ingham and my role is to **ADVOCATE** for you, the Mission Support workforce, to support your individual and collective resilience and seek the resources necessary to carry out our Mission Support goals. We look forward to visiting your units, and communicating with you and your leadership about the barriers you regularly encounter. You are empowered to assess your risks and take appropriate on-scene-initiative so you and your team can act quickly and decisively. If the issue exceeds the scope of your authority, elevate it. Let your leadership and I assume that risk for you so you can complete your mission.



Principles of Mission Support

- Flexibility
- Responsiveness
- Resiliency
- Affordability
- Integration
- Transparency

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Your role is to **ANTICIPATE** the needs of the customers you support. Clear, effective, and consistent communication with your team, customers, and leadership is paramount for understanding the current and future expectations of your operational customers. Establishing and maintaining unity of effort will aide in anticipating the needs of our customers to quickly adapt and take decisive action toward a common objective. Be transparent in your efforts and look for mutual interests and opportunities for synergy. Our aim is to sustain peak readiness of all Coast Guard personnel, assets, and systems, now and into the future.

Collectively we must **DEMONSTRATE** adherence to the Coast Guard Core Values – the backbone of our service. Aligning our behaviors with our Core Values ensures that each member feels valued and connected and enhances mission effectiveness. Demonstrate respect and consideration for those around you at all times and execute your duties in a manner that shows measurable impact and pride in a job well done.

Together we can **INNOVATE** the way we do business. Using the Principles of Coast Guard Mission Support, find more efficient and effective ways to recruit, retain, and train our personnel; procure and sustain our fleet of cutters, boats, aircraft; and maintain shore infrastructure. You are Mission Support professionals, and many of you spent years mastering your craft. CMC Ingham and I encourage you to think about new or refined processes or policies and convey them to your leadership. While our jobs are big and our resources finite, we can be lean and prioritize those efforts that are truly transformational. By using data, managing risk, exercising constraint, and extending our reach through partnerships across government, we can optimize our effectiveness in the efforts we choose to pursue.

Principles of Operations

- Clear Objective
- Effective Presence
- Unity of Effort
- On-Scene Initiative
- Managed Risk
- Flexibility
- Restraint

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Our actions as Mission Support professionals are vital for the Coast Guard to generate sustained readiness, resilience, and capability to enhance America's maritime safety, security, and prosperity. We may not have the resources we need to achieve all of our goals, but CMC Ingham and I are convinced the Coast Guard does have the absolute best workforce in the Armed Forces and federal government. We are extremely proud to lead the Mission Support team, and we look forward to telling the Mission Support story. Remember, the future will be different and so will we!

VADM Tom G. Allan Jr.

Deputy Commandant for Mission Support

CMC Mike D. Ingham

Deputy Commandant for Mission Support Command Master Chief