



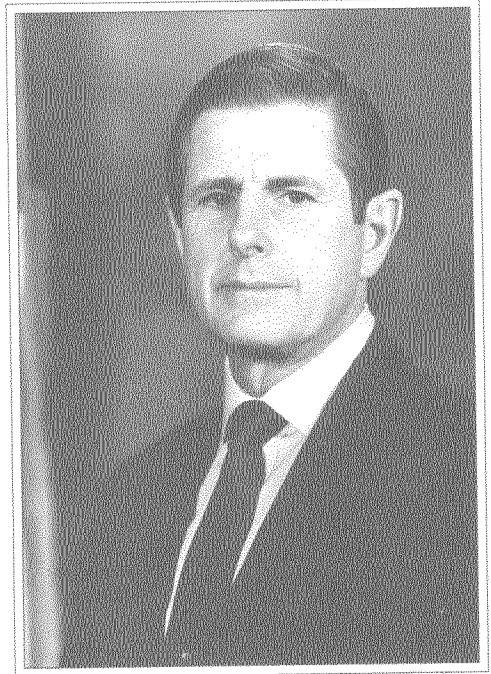
## Guiding Principles

### The Bureau:

- ❖ Upholds the highest standards of integrity, professionalism, and ethics.
- ❖ Expects all employees to maintain respect for each other and those we serve.
- ❖ Ensures fair and equal treatment in all hiring and personnel decisions.
- ❖ Provides quality customer service and promotes strong external partnerships.
- ❖ Actively recruits, values, and retains a talented, diverse work force.
- ❖ Promotes teamwork and organizational unity.
- ❖ Strives for excellence and value in the services we provide.
- ❖ Encourages open communication and constructive feedback.
- ❖ Fosters creativity, innovation, and professional development.
- ❖ Strives for a quality work environment that supports a balanced personal and professional life.

ATF is a unique Federal agency, in that its mission is interwoven with tax collection, regulatory and criminal enforcement responsibilities, as well as oversight of highly sensitive commodities. As a law enforcement agency, the Bureau takes great pride in its mission to reduce violent crime, collect revenue, and protect the public.

As a high-profile Federal agency with oversight of a number of highly controversial industries and commodities, ATF's greatest challenge is to maintain public confidence by providing clear accountability for its activities. In that vein, the Bureau began the development of a strategic plan during fiscal year (FY) 1995. This new strategic management process will ensure that the Bureau achieves measurable results in key program areas to validate and document successes, or demonstrate the need for additional changes. The plan will provide guidance in setting priorities, allocating resources, and evaluating performance. The partnerships and spirit of cooperation ATF has long enjoyed with the regulated industries, as well as the law enforcement community, are now being strengthened through definable strategies.



For the past two years, a redefining of ATF has been in process to improve operational effectiveness and efficiency. During FY 1995, restructuring of the Headquarters operations was completed with greater focus on training, scientific and information technology, internal reviews, financial management, and the integration of criminal and regulatory enforcement offices. The Bureau's training function and scientific and technology activities were elevated to executive level offices. Internal review processes were strengthened through a separate, well-staffed inspection unit that conducts both operational reviews and internal investigations.

These accomplishments indeed reflect the Bureau's vision of *working for a sound and safer America through innovation and partnerships*. Recognizing that the nature of ATF's mission will always subject it to controversy, the Bureau continues to strive to be a model for government reinvention.

A handwritten signature in cursive script that reads "John W. Magaw". The ink is dark and the signature is fluid and legible.

John W. Magaw  
Director