



The Master Chief Petty Officer of the Coast Guard

2100 Second Street, S.W.
Washington, DC 20593-0001

To all Coast Guard Master, Senior, and Chief Petty Officers

Attached is the second Master Chief Petty Officer of the Coast Guard Standing Order. This Standing Order is nearly identical to the Master Chief of the Navy's "Mission, Vision and Guiding Principles." It clearly defines the focus and leadership direction our Chief Petty Officers should be moving towards. The vision statement identifies what a Chief should be, and lays out principles to guide our Chiefs as they set the standard for our enlisted workforce.

The Navy and the Coast Guard each have unique missions and competencies, and that fact defines our value as separate military services. But I believe our Chiefs share the same purpose and goals within our respective organizations; to develop our Coast Guardsmen and Sailors and to lead them in a manner that prepares them to conduct our missions and defend this nation. Our core purpose is to lead, teach, mentor, and ensure standards are being met. I strongly believe that this "Mission, Vision and Guiding Principles" document lays out exactly where the Coast Guard Chief's Mess should be in this critical time in our history.

Coast Guard wide our Chief's Mess is strong. I am extremely proud of it, and what you are all individually doing. By adopting these ideas as our foundation we will only grow stronger. I request that you read this document carefully, and take the principles to heart. Future CCTIs will focus on these principles. In addition we will be producing posters and other items for the Mess to display that highlight our heritage and the words of the document.

Thank you for your leadership, and service to the Coast Guard.

Charles W. Bowen

Master Chief Petty Officer of the Coast Guard



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MASTER CHIEF PETTY OFFICER OF THE COAST GUARD STANDING ORDER TWO

Subj: U. S. COAST GUARD CHIEF PETTY OFFICER MISSION, VISION AND GUIDING PRINCIPLES

Mission

Provide leadership to the Enlisted Force and advice to Coast Guard Leadership to create mission-ready maritime forces and guardians of the sea.

Vision

A senior enlisted force that serves first and foremost as Deckplate leaders committed to developing Coast Guardsmen and enforcing standards; remains responsive, aligned and well-connected to both leadership and the men and women that serve this nation; and conducts itself in a consistently professional, ethical and traditional manner.

Guiding Principles

Deckplate Leadership – Chiefs are visible leaders who set the tone. We will know the mission, know our people, and develop them beyond our expectations as a team and as individuals.

Institutional and Technical Expertise - Chiefs are the experts in their field. We will use experience and technical knowledge to produce a well trained enlisted and officer team.

Professionalism – Chiefs will actively teach, uphold, and enforce standards. We will measure ourselves by the success of those we lead. Change is a constant, and Chiefs enable the Coast Guard's success by helping to lead and manage change. We will remain invested in the Coast Guard through self-motivated military and academic education and training and will provide proactive solutions that are well founded, thoroughly considered, and linked to mission execution.

Character – Chiefs abide by an uncompromising code of integrity. We live by our core values of Honor, Respect, and Devotion to Duty, and take full responsibility for our actions. This will set a positive tone for the command, unify the Mess, and create esprit de corps.

Loyalty – Chiefs remember that loyalty must be demonstrated to seniors, peers, and subordinates alike, and that it must never be blind. Few things are more important than people who have the moral courage to question the appropriate direction in which an organization is headed and then the strength to support whatever final decisions are made.

Active Communication – Chiefs encourage open and frank dialog, listen to the crew, and energize the communication flow up and down the chain of command. This will increase unit efficiency, mission readiness, and mutual respect.

Sense of Heritage – History defines our past and guides our future. Chiefs will use heritage to connect Coast Guardsmen to their past, teach values, and enhance pride in service to our country.

Coast Guard Chief Petty Officer - Leadership - Tradition - Heritage


C. W. BOWEN

Master Chief Petty Officer of the Coast Guard