



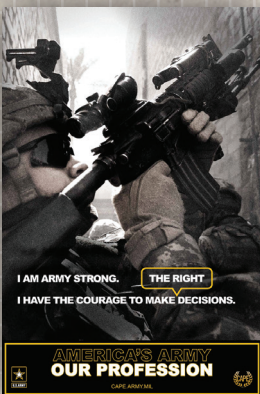
# AMERICA'S ARMY OUR PROFESSION



## DEVELOPING PROFESSIONALS FOR THE ARMY OF 2020

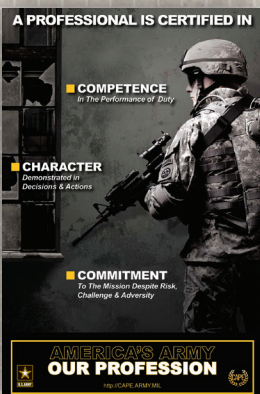
This program will generate a discussion about the Army Profession to:

- Reaffirm understanding of ourselves as professionals.
- Recommit to a culture of service and identify with the Army Ethic.
- Provide an overarching narrative for all leaders in the profession.
- Communicate the many requirements and initiatives during Army transitions.



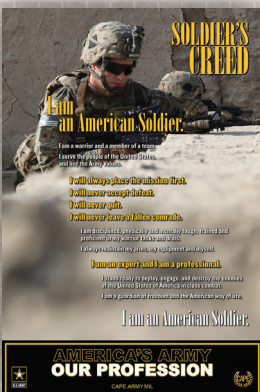
## WHAT CAN YOU DO?

- Download Training Support Packages for each quarter at <http://CAPE.ARMY.MIL>.
- Conduct education and training on the Army Profession using the quarterly themes.
- Emphasize Army customs, culture, courtesies, and traditions. Integrate Army Profession concepts into traditional events, emphasizing their significance to the Army as an institution and to the individual as a professional.
- Participate in Social Media conversations and Army forums.
- Send a member of your team to attend the Master Army Profession and Ethic Trainer (MAPET) course.
- Write articles about the Army Profession for publication in journals and other periodicals.



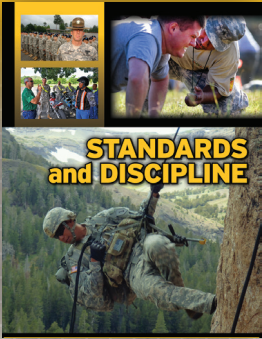
## HOW CAPE CAN HELP YOU!

- Our products can support your professional development sessions.
- CAPE products, tools and curriculum enhance your AR 350-1 training requirements.
- CAPE leadership and staff are available to assist with Army Profession seminars.
- Visit <http://CAPE.ARMY.MIL> to customize a lesson plan for your training needs.

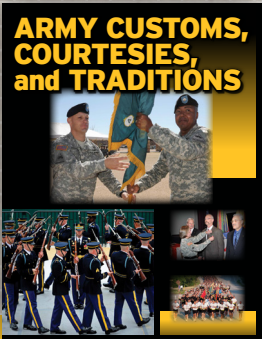


FOR MORE DETAILS VISIT <http://CAPE.ARMY.MIL>

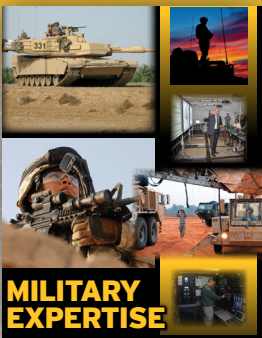




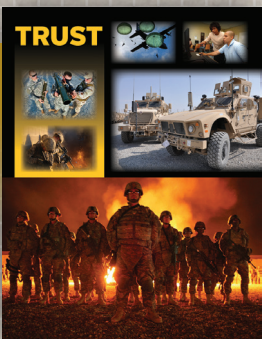
**STANDARDS  
and DISCIPLINE**



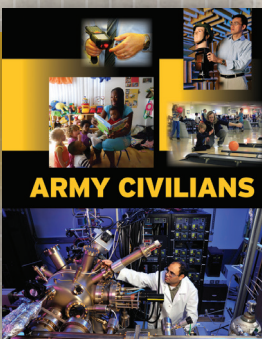
**ARMY CUSTOMS,  
COURTESIES,  
and TRADITIONS**



**MILITARY  
EXPERTISE**



**TRUST**



**ARMY CIVILIANS**

# FOUR QUARTERLY THEMES FOR 2013

**1st Quarterly Theme: Standards and Discipline**

- Importance of property accountability.
- Command presence.
- Educate and train junior leaders to reinforce the understanding of Army standards and personal discipline.

**2nd Quarterly Theme: Army Customs, Courtesies, and Traditions**

- Integrate Army Profession concepts into traditional Army events.
- Frame inductions, promotions, graduations, transfer of authorities/commands, and other "iconic" events to be more meaningful.

**3rd Quarterly Theme: Military Expertise - Certified Army Professionals**

- Highlight the concepts of professional competence, character, and commitment.
- Stewards of the profession use their coaching, counseling, and mentoring to bring meaning and relevance to Army programs and processes.

**4th Quarterly Theme: Trust**

- Focus on sustaining and developing trust among Army professionals.
- Reinforce our "bedrock of trust" with the American People by providing military expertise, serving honorably, demonstrating a winning spirit and stewarding the Army Profession.

## QUARTERLY TRAINING SUPPORT PACKAGES (TSP)

To assist with focusing on the quarterly themes, TSPs will be sent to Bde level and higher organizations. They will also be available at <http://CAPE.ARMY.MIL>. There are five training support packages; one that covers the entire year and one for each quarterly theme. The training support packages include:

- Information paper on the quarterly theme.
- Lesson plan to assist units in conducting quarterly focused training.
- Brochures, pamphlets, videos, posters, and apps to assist with Army Profession training on the quarterly theme.

## WHAT WILL BE ACHIEVED

- Members possess the doctrine for, understanding of, and commitment to the Army Profession and Ethic.
- Incorporate Army Profession doctrine into instructional education and training programs.
- All Army professionals are aware of the Army Profession concepts.
- Participate in ongoing dialogue about the Army Profession.
- All Army professionals conduct themselves in a manner worthy of their professional status.



**Center for the Army Profession and Ethic**

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