

STRATEGY

2015



From the Director

Geospatial intelligence is at an inflection point. And NGA finds itself in the midst of a professional revolution — rich with game-changing opportunity and unbounded potential.

Every day, the world grows more complex, dynamic and dangerous. Thus, the demand for geospatial intelligence to convey content in context to enable customer consequence has never been more acute or important. The manner in which we execute our mission going forward will make all the difference.

However, a caution — what got us here, won't get us there.

The new actors in our mission space — from developers of small satellites to international partners to online communities of geographers and technologists — are alive with energy and ideas that enhance our collective contribution to our national security.

We understand that NGA will not, by itself, stay ahead of technology trends. Thus, we must become better at finding and exploiting the innovations of others. The exponential growth in the quantity and quality of geo-tagged data must be harnessed for our analysts to find insight and meaning behind, beneath and between the data.

We welcome and embrace these emerging information sources as we continue to leverage exquisite and specialized classified sources. Our environment grows more transparent and more connected by the day. Our customers will access our geospatial service as seamlessly on the World Wide Web as on our classified networks. We will integrate geospatial intelligence within the context of all sources to resolve intelligence questions.

We will invest in our people to develop in them the skills and perspectives that will carry us forward. We will get better at our craft. We will learn to succeed wherever and whenever the moment demands. To do all of that, we will take calculated risk and learn and adapt as the realities of the world dictate.

We will lead. With traditional and nontraditional partners at our side, we will be as mindful of their needs as we are of ours. And, above all else, we will bring value to our customers in the time and terms of their choosing.

I invite you to embrace this opportunity and shoulder our obligation to meet the future that the world demands and our customers deserve.

This is our moment.



Robert Cardillo

Director, National Geospatial-Intelligence Agency

Mission

We strengthen the Nation through our command of geospatial intelligence.

Vision

Know the Earth ... Show the Way ...
Understand the World.

Goals

Our People: Attract, develop and sustain a more diverse, agile and expert workforce.

- Create a culture of innovation as we practice and reward risk taking and integration.
- Champion critical thinking, diversity of thought and the art of accomplishment.
- Inspire and expect accountability.
- Align talent to mission — continuously evaluate today's investments against tomorrow's needs.

Our Partners: Expand the team and embrace their contributions.

- Use the power of the enterprise — to include other U.S. and allied partners.
- Share mission responsibility to increase the overall value of our combined efforts.
- Embrace the open geospatial community: engage, contribute to, and leverage the vibrancy of the public space.
- Allow and accept solutions from all partner and customer communities.

Our Profession: Propel excellence in our craft.

- Provide access to all of our content across all security domains — and welcome the content of our partners.
- Build speed and flexibility into all our processes and break down barriers to academic and commercial innovation.
- Leverage all sources and automate model-driven approaches to activity and transactional data analysis to resolve unknowns.
- Improve storytelling by seamlessly weaving traditional and nontraditional sources to provide visually compelling narratives.

Our Value: Drive relentlessly for our customers' success

- Create a culture that starts and finishes with our customers.
- Tie program and performance to customer impact to hold ourselves accountable.
- Become customer centric to anticipate and exceed our customers' needs.
- Deliver tailored experiences for all customers.

We are Team GEOINT.
We serve the nation and its security above ourselves.
We work tirelessly to enable our customers' success.
We value transparency, consistency, accountability and integrity.
We look back with deep pride –
and we look forward with eager anticipation.
In the face of adversity and opportunity, we never blink.
We are Team GEOINT!



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