



SECTOR JACKSONVILLE COMMAND PHILOSOPHY



COMMANDANT'S DIRECTION

☆ Service to Nation ☆ Duty to People ☆ Commitment to Excellence ☆

As your Sector Commander, I pledge you my fullest support, no matter the challenge. We are a team in all we do, and my sole focus is supporting you so that you can, in turn, meet any challenge in a **Safe, Proficient, and Professional** manner.

Safe: As a team, the Active Duty, Reserve, Civilians, and Auxiliarists of Sector Jacksonville treat each other with respect and dignity. We ensure each and every member is set up for success from their first day on board. We are aware and engaged in addressing the Coast Guard's most pressing people issues. We are an active and diverse workplace, respecting each other's views regardless of race, religion, color, or sexual orientation. We properly balance work and life, valuing important life events and ensuring our families are appreciated and cared for. Most importantly, we speak up early when we know something is not right, we involve the chain of command, taking action early to look out for one another without fail.

Principles of Coast Guard Operations:

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

Proficient: We operate with a strong bias for action in all we do. To that effect, we train, equip, and empower each member of our team to be a master of their craft. Each of us is courageous enough to speak up when we do not agree on a proposed plan, or are not clear on what is required. As leaders, we are able to listen.

Professional: We are guided by the Principles of Coast Guard Operations, and our interactions are professional, positive, and respectful. We will always take our jobs seriously, but not take ourselves too seriously. Leadership matters, accordingly, each of us makes the safe and professional conduct of Coast Guard operations our top priority. We embrace innovation, but also recognize the wisdom that comes from experience, particularly that of a vibrant and engaged Chief's Mess. By our hard work, commitment, and sacrifice, we are ready for any challenge and are effective in all we do.

J. F. Dixon
Captain, U.S. Coast Guard
Commander, Sector Jacksonville

D7 Vision Statement:

We strive for operational excellence with innovative, empowered, forward-looking servant leaders dedicated to ensuring our national security and protecting our economic interests through strong partnerships and a culture of continuous improvement.