

We create value for our customers through consistent and easily-accessible service. We will:

- deliver quality products and services.
- build relationships – with communities, with our customers, and with each other.
- be kind and respectful to those we serve.
- conduct ourselves professionally.
- welcome and encourage feedback; we will communicate and listen.
- provide neat, professional and aesthetically pleasing facilities.
- take ownership of our actions.

**CUSTOMER PLEDGE**



**ARMY CORE VALUES**

**LDRSHIP**

LOYALTY  
DUTY  
RESPECT  
SELFLESS SERVICE  
HONOR  
INTEGRITY  
PERSONAL COURAGE



**IMCOM PRINCIPLES**

**SERVICE**

SERVICE  
EXCELLENCE  
RESPECT  
VISION  
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EMPOWERMENT

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## PERMISSION SLIP

Ask Yourself:

Is it good for the Soldier or Family?

Is it legal, ethical and moral?

Is it something I am willing to be accountable for?

If so, don't ask permission. You already have it.

**WE EMPOWER YOU!**



LTG BECKER, IMCOM COMMANDING GENERAL

## CHOOSE EXCELLENCE

in Serving the IMCOM Customer

**C**heerful greeting!

**U**se positive communication!

**S**how a positive image and attitude!

**T**eamwork!

**O**wn your job!

**M**ake it up to the customer!

**E**xtra Mile!

**R**emember to thank each customer!

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