

MY ARMY. MY STORY.

I am an American and a Soldier.

I volunteered to make a difference.

I represent America to the world and I am responsible for protecting our way of life.

As Soldiers we are strongest when we work together and speak with one voice.

We will fight and win against threats to our people and our ideals.



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U.S. ARMY



PEOPLE ARE OUR ARMY

- We are America's sons and daughters bonded together by trust, honor and duty.
- We represent the best of America.
- We get our strength from our Families and our Nation.
- We have an enduring commitment to care for our wounded, ill and injured and to honor those we have lost.
- We are an Army of the people, for the people.

DID YOU KNOW...

The Army is implementing an aggressive energy reduction and resource conserving program called "Net Zero" on its installations in order to conserve energy, save water, and more efficiently manage waste.

- We are – and must remain – an All-Volunteer Force.
- For centuries we have safeguarded our Nation from threats of all kinds.



OUR NATION'S FORCE OF DECISIVE ACTION

- We are the most decisive land force in the world.
- We help shape the international environment so our allies are empowered and our enemies are contained.
- We will win decisively and dominantly when called upon.
- We bring unique capabilities to the Joint Force, and enhance the effectiveness of our sister services.



- We will shape a future force that has the capability and versatility to prevent conflict, shape the environment, and decisively win our Nation's wars.
- No matter the task, no matter the environment, no matter the difficulty – America's Army will always accomplish the mission.

MEETING THE NEEDS OF THE NATION

- We share in the sacrifices of the American public.
- We are thankful for our Nation's continued support.
- We are relentless in our conservation of water, electricity, fuel and other precious resources.
- We actively pursue new energy technology to ensure that we are prepared for the future.
- We are good stewards of the resources given to us.
- The Army profession is the Nation's preeminent leadership experience.



DID YOU KNOW...

The Army is investing in new stealth technology to keep our Soldiers safer while also giving them a battlefield advantage.

AMERICA'S ARMY:
THE STRENGTH OF THE NATION™



TELLING
THE ARMY STORY



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DID YOU KNOW...

Through Army medical innovations, more of our Wounded Warriors have returned to duty than at any time in our history.

HOW TO USE THIS GUIDE

The Army has an important story to tell, and as an Army messenger, you have an important role to play. Whether you are talking to your friends or Family, children or adults – anyone who needs to hear about what you do and why you do it – this guide gives you the framework to tell the Army Story in your own words.

WHY IT'S IMPORTANT TO TELL THE ARMY STORY

- To show that we are proud and Army Strong. By speaking with one voice, we speak with the strength of our whole Force.
- To sustain our connection to the American public.
- To demonstrate the depth and breadth of what the Army does for America and our allies.

YOU ARE THE ARMY STORY—HOW TO TELL YOUR STORY

Know your audience

- The same message is not always appropriate for everyone.

Connect with your audience

- Listen first. Hear what is important to your audience then find common ground.
- Show how what you do affects their lives.

Speak from experience and with conviction

- Personal stories are the most effective.
- Most people support Soldiers but do not understand the scope of our work.
- Explain how your job fits into the overall Army mission.



REMEMBER...

Why you serve:

- For your Family, friends and neighbors.

What you do:

- Protect and defend the American way of life.

DID YOU KNOW...

There is more combat experience in our total Force today than ever before.

How you do it:

- By living the Army Values.
- By leveraging the Army's unique leadership experience.
- By empowering others.
- By being decisive in all you do.

TALK ABOUT A TIME...

- When you prevented a conflict.
- When you found strength in yourself or others.
- When you trained one of our allies or other military branches.
- When you or your team overcame a challenge.
- When you or a fellow Soldier was saved by Army medicine.
- When you experienced the Army innovating in new technology.
- When you provided disaster relief at home or abroad.