



Sector Corpus Christi Commander's Direction

I am proud to work with you as part of the amazing team that is Sector Corpus Christi. In alignment with the Commandant's Direction, my Commander's Direction is amplified by these overarching principals: Proficiency, Pride and Professionalism, and Serving Others.

I ask all of you - active duty, reservists, civilians, and auxiliaries - to internalize and help accomplish the following:

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| Proficiency | <ul style="list-style-type: none"> • Continuously strive for mission excellence. Recognition for being the best is nowhere near as important as simply <i>being</i> the best. • Become the absolute expert in your specialty and commit every day to make yourself, your peers, and your subordinates the best in your area of expertise. • Learn sound risk management and use it. It is essential to mission excellence. It is <i>not</i> risk aversion – it <i>is</i> understanding both tangible and intangible risks and gains, and managing the relationship between both. • Keep yourself physically, mentally, and intellectually fit. Personal wellness is vital in our demanding line of work. Use the tools provided to you and work together to maintain fitness. |
| Pride and Professionalism | <ul style="list-style-type: none"> • Be proud of your service and your unit, and renew your commitment to adhere steadfastly to our core values of <i>Honor, Respect, and Devotion to Duty</i>. • Commit yourself daily to improve as a leader, and help your colleagues and subordinates do the same. Learn from your mistakes and share that knowledge so others don't make the same ones. • Treat our facilities, assets, and equipment, as if they were your own. The public has entrusted us as custodians of these resources, and we have a duty to preserve them. • Do your part to maintain a positive command climate; participate in the life of your unit; enjoy the camaraderie of your shipmates and learn what they do. Enjoy the work you do...you work with outstanding people. |
| Serving Others | <ul style="list-style-type: none"> • Keep your focus on “customers” at all times, and make it your goal to provide the best service possible. • Know your peers and subordinates, engage them often, and help them be successful. The extent of your influence depends on the depth of your concern for others. Never pass up an opportunity to look out for a fellow member. • Set expectations early, provide direct and timely feedback, and keep the lines of communication open up, down, and across the chain of command. Accountability is a force multiplier. • Seek out partnerships and relationships with our key stakeholders, engage them regularly, value their input, and involve them in your planning and operations whenever practical. |

I ask for your active, vigorous and innovative support of these goals. Semper Paratus.

R. A. Hahn, USCG
Commander, Sector Corpus Christi