



## Command Philosophy

**We** set the standard; **We** build the ethos,

**We** create the climate; **We** become the culture;

**We OWN** the results.

*Our collective actions breathe life into this organization,*

### We Are 1st LAAD Battalion

- **The Team Matters Most.** Our families, Marines, and Sailors form a championship team capable of accomplishing anything. Teams must:
  - **Build on the Foundation of “We”**
    - **We** are in this **together**
    - **We** succeed and fail **together**
    - **We** overcome **together**
  - **Have Trust and Faith in One Another:** Operate at the speed of trust.
  - **Be Excellent to Each Other.** Be kind—seek to build others up
  - **Take Leave...**recharge, build a stronger self, build stronger families
- **Be Happy.** *“Whoever is happy will make others happy too.”* –Anne Frank
- **Failure Is Not Final.** It happens, be resilient and embrace the struggle. Learn from failure and move on. We have a job to do and a mission to accomplish.

H. A. Phillips

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