

From: Commandant  
To: All Hands  
Subj: INTENT

1. Commanders publish their intent to achieve unity of purpose behind a common vision. This intent should build upon the organization's mission and provide a back azimuth from the desired end-state. My intent rest atop The Citadel's mission and is framed by our core values.
2. Our mission is to develop Principled Leaders - men and women of virtue and character - imbued with our core values of **Honor, Duty, Respect**. Here we build "inner-citadels" of character replenished with a deep reservoir of resiliency. Character development is a choice. You choose to submit yourself to the rigors of a four-year system, overcome personal weakness, and pursue virtue. These decisions, repeated over time become habits of thought and action that provide a framework for living a disciplined honorable life.
3. My Intent - Everything that I hold true can be summarized as follows:

**Do Right and Fear No Man**

4. **Honor:** By right, I mean we will do what we "ought to." Our actions will not be defined by situational ethics, but judged by an honor code that transcends legal compliance or social norms. We will lead with integrity even when it is hard. We will integrate our values into our actions and never fear the consequences of well-intentioned failure. Doing right means we will not compromise on standards.
5. **Daily Duty:** I expect every Cadet in the SCCC to commit and resolve to meet the standard. Taking care of your fellow cadets is a top priority. As a leader in the SCCC your daily duty includes the following five tasks:
  - a. Find a Cadet doing a good job and thank them.
  - b. Find a problem and fix it.
  - c. Teach someone something.
  - d. Learn something.
  - e. Ask how you can help.
6. **Respect:** By asking daily "How can I help?" we will infuse a positive, professional culture that defines Servant Leadership. Treat all with **dignity**. I will treat you like an adult and expect you to act like one. You will be entrusted with significant authority and held accountable for the results.
7. **Accountability:** Every leader in the SCCC will be held responsible for everything that happens or fails to happen within their unit. By having the courage to say "stop", leaders avert abuse and mishaps every day. Those reluctant to make corrections will not be entrusted to lead their peers.
8. **Values:** From this point forward, your actions will reflect upon The Citadel. People may not remember what you did as a cadet but they will remember how you did it. If you lead with character that is all that matters; if you lack character, that is all that will matter. **Protect what you earned.** It is a privilege to serve you.

T. J. GORDON