



WE ARE:

- **UPSKILLERS** TEACH. PARTNER. TRUST. RESPECT. LEARN. ASK. HELP.
- **EXPLORERS** INQUIRE. SCOUT. SEEK. PURSUE. IMPROVE. REACH.
- **EXPERIMENTERS** TRY. FAIL. ACCEPT AND MANAGE RISK.
- **SHAPERS** INFLUENCE. EMPOWER. INSPIRE. EMBRACE ACCOUNTABILITY.
- **CONNECTORS** INTEGRATE. ENGAGE. OPTIMIZE.

We Choose To Be This Way- Even when no one's looking.
Especially when it's hard.

We Know This Makes Us *SUCCESSFUL FUN CREDIBLE*

WE ARE THE DDI.

CONNECT WITH US.

Our Code

July 26, 2016

Here in the DDI, we believe that **how** we do our work is the key to our mission success—and to our organizational health. We wanted to capture and reflect back to you those attributes that you already embody and that consistently underlie individual and collective success here. These are the roles you assume when you hit it out of the park:

- **Upskillers**—This word—yes, it's a real term out there in the digital world—connotes both the teaching and continuous learning aspects that are so critical to our success. We keep each other evolving when we approach every interaction and every project as an opportunity to learn and to share learning with others.
- **Explorers**—We are intellectually curious, perpetually looking for new ways to improve, and never content with the status quo.
- **Experimenters**— We methodically go about trying new ways of conducting our mission. We accept failure as a natural outcome of trying new things, but always endeavor to learn from those failures and to manage risk.
- **Shapers**— We shape outcomes through influence and empowering others, as well as by leading and inspiring our colleagues. We embrace the notion that the buck stops with us.
- **Connectors**—We connect people, organizations, the Agency to the external world—and by doing so, we connect ideas to action.

We reinforced these qualities with the visual elements in the “Our Code” poster:

- The circle around “Our Code” expresses diversity of an all-inclusive workforce uniting as one team and working toward mission success outcomes.
- Within the circle is the DNA double helix, which represents the unique qualities of each DDI officer and his or her contribution to our blueprint for mission success.
- Integrated throughout the poster are electrical circuits that signify how DDI officers connect together and work across mission centers and directorates.