

# OUR MISSION

---

The mission of the association is to facilitate the financial security of its members, associates and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.



# THE USAA STANDARD

---

## ➤ Keep our membership and mission first

Derailer – Launching new projects and initiatives but failing to consider what work should be stopped

## ➤ Live our core values: **Service, Loyalty, Honesty, Integrity**

Derailer – Letting the drive to achieve business goals cause me to compromise my commitment to The USAA Standard

## ➤ Be compliant and manage risk

Derailer – Hesitating or refusing to speak up when something doesn't look right

## ➤ Build trust and help each other succeed

Derailer – Not sharing my opinion in a meeting, yet questioning a decision afterwards

## ➤ Embrace diversity and be purposefully inclusive

Derailer – Rejecting ideas, perspectives, backgrounds or styles because they are different

## ➤ Innovate and build for the future

Derailer – Expecting perfection from ourselves and others, limiting forward progress

