

# **A.M.M.O.** **Agile-Minded Marketing Oath**

# 1

## **Member Needs Over Everything**

We serve our members—the men and women of the armed forces, veterans and their families. Putting them first is the foundation of our success and strength. It's what drives our business since its founding in 1933.

# 2

## **Collaboration Over Division**

We work together, across teams, throughout the credit union toward the same goals and in the same voice to make our service better and our communications stronger.

# 3

## **Efficiency Over Inflexibility**

We practice radical simplicity to breed efficiency. Throwing out distractors, getting to the essence of what's important and taking measured risks give us the freedom to do our best work.

# 4

## **Outcome Over Output**

We focus our efforts on what truly matters. The effectiveness of our work for our members is more important than volume.

# 5

## **Data-Driven Action Over Habit**

We transform data into insights, experiment, test, learn and pivot to ensure the most effective and relevant outcome. Data informs the choices we make and influences all our efforts.

# 6

## **Curiosity Over Stagnation**


We find change to be inspiring, exciting and transformational. It brings us to new destinations and better versions of excellence. Complacency stops progression.

# 7

## **Empowerment Over Hierarchy**

We trust in our people and their intentions. Each is accountable and responsible for raising questions, recommending solutions, voicing opinions and contributing ideas.

**Our  
Members  
Are the  
Mission**

**NAVY**   
**FEDERAL**  
**Credit Union**



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