



3d Landing Support Battalion Command Philosophy



Our Mission. On order, 3d LSB On order, 3d Landing Support Battalion conducts general support transportation operations throughout the U.S. Indo-Pacific Command area of responsibility in order to deploy and sustain III Marine Expeditionary Force.

It is a remarkable time to be a Lander—Force Design and all the experimentation that comes with it, the operational tempo required to support III MEF, living here in Okinawa. This unit is new and yet steeped in history. You have much to be proud of and much to look forward to, and I am truly grateful to be your Commanding Officer. As such, this command philosophy is an introduction to my personal and professional priorities for our battalion.

My expectation is that you know who you are, and who you want to be. Simply put—**know yourself, and seek self-improvement.** I want you to aggressively seek opportunities to develop yourselves personally and professionally. Accept honest mistakes in yourself and others, but never be satisfied with them. Do not tolerate negligence. This all does not mean I expect (or that you should expect) perfection. Rather, my goal is that each of us grows. Leaders, train your subordinates to replace you. Everyone should leave 3d LSB as a more proficient Marine or Sailor than when he or she came.

As we all develop individually, I also expect us to apply that to 3d LSB as a whole. Seek the betterment of this unit—its cohesion, morale, and proficiency at its tasks. **Know your team, and strive for its improvement.** There are no 'extra' Marines or Sailors at 3d LSB. Each of us has a role to play, and our unit will only succeed if we are consistently capable of operating together. Be a team, and improve our teamwork. Demand respect for and from each other.

Logistics units do not exist for themselves—the Landers are here to provide transportation and engineering operations in support of III MEF. **Increased proficiency and effective teamwork must breed initiative.** Look for ways to apply our logistics capabilities creatively. Be a force multiplier for III MEF and 3D MLG. Anticipate requirements. Innovate.

Finally, we Landers must always be a values-based organization—and the Marine Corps has given them to us: honor, courage, and commitment. Be honorable—we don't lie, cheat, or steal. Have courage to always do the right thing. Be committed to the success of each other. Hold each other—and me—accountable to them. We all know the right things to 'say' when it comes to these values, the challenge is to consistently 'do' them. **Always make your 'say' match your 'do.'**