



"Protect What You've Earned"

31 Jan 2017

Commanders and Senior Enlisted Leaders,

The purpose of this letter is to convey how I define "Protect What You've Earned" (PWYE) and to ensure that this definition is instilled within all the Marines, Sailors, and Civilians serving in Marine Corps Installations West – Marine Corps Base Camp Pendleton.

Marines, Sailors, and Civilian employees should be motivated to make responsible decisions and engage in safe behavior because they want to protect the investments they have in their family, lives, careers, and relationships. PWYE is a mindset that promotes a culture of responsible decision making to help ensure our Marines, Sailors, and Civilians protect what they have earned as service members by avoiding destructive behaviors that place themselves at great personal and professional risk.

A tangible outcome of PWYE is that it contributes directly to the readiness and relevance of the team, unit, and our Corps. By encouraging sound personal decision-making, PWYE reinforces key elements and standards of our Corps' warrior culture: discipline, leadership, teamwork, action, accountability, excellence, and esprit. PWYE lives within our Core Values of Honor, Courage, and Commitment. Leaders should use PWYE as a catalyst for frank kneecap-to-kneecap dialogue with Marines, Sailors and Civilians about the risks and consequences of their individual actions.

PWYE is not a program. There are no policies, requirements, training packages, or inspection checklists. PWYE is a mindset that is spread from leader to led and reinforced from peer to peer. PWYE appeals to simple logic, rather than external motivation or emotion, by reminding the individual to consider the likely outcome before acting -- to avoid tragedy and heartbreak while considering first, what they value most.

Commanders and senior enlisted leaders are encouraged to continue to promote this initiative within your commands and to all others that you can influence. My direction is that you foster a culture of responsible decision making and make PWYE a focus of your Leadership Development within your commands.

A handwritten signature in black ink, appearing to read "Kevin J. Killea".

KEVIN J. KILLEA

Brigadier General, U.S. Marine Corps

Commanding General

Marine Corps Installations West – Marine Corps Base