

NGA | DIRECTOR'S INTENT



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INTENT

NATIONAL INTELLIGENCE
STRATEGY

NATIONAL DEFENSE
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NATIONAL SECURITY
STRATEGY



We are engaged in a pivotal competition of grave consequence;
a competition we must win — a competition we WILL win.

We have arrived at a historic inflection point — for our nation, NGA and the geospatial-intelligence community. This is a time of great change and great challenge, but also one of great hope and great opportunity.

The global pandemic has tried and tested us, reshaping societal norms and institutions and reshuffling the international order. NGA's focus in this crisis has remained constant — we have protected and preserved our force and our families while continuing to meet the mission needs of our nation. In the midst of great adversity, we have responded with the best that NGA and America have to offer.

Great power competition is increasingly challenging our shared prosperity and security; at the same time, new technology and commercial capabilities are redefining GEOINT. Our competitors are seeking to press the advantage in every domain. They are not just pursuing sophisticated weapon systems of concern — they are pursuing the technology and knowledge to make themselves better than us at geospatial intelligence. The COVID-19 crisis has accelerated the rate of change in the strategic environment, presenting new challenges and opportunities.

We will take all necessary actions to sustain GEOINT supremacy and hold our adversaries at risk.

In order to sustain GEOINT supremacy, we will:

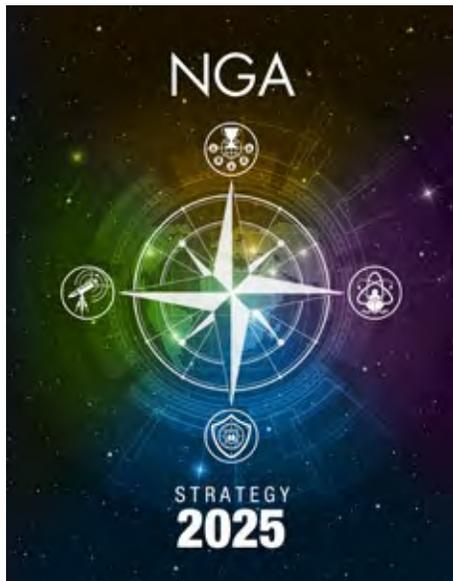
- Maintain primacy of our core missions — NGA will achieve unity of effort in the essential tasks of producing foundation GEOINT that characterizes the Earth from the sea floor to space, orchestrating the delivery of GEOINT content from any relevant sensor and creating exquisite analytic content and visualizations that make sense of today's threats and anticipate tomorrow's.
- Be the world's premier GEOINT force — NGA will be distinguished by the depth of our expertise and knowledge of unique and specialized GEOINT skill sets, technology and tradecraft. The ultimate differentiator between success and failure in the great global competition in which we are engaged will be the quality of our people.
- Relentlessly pursue a whole-of-enterprise approach — NGA will champion an integrated and interoperable GEOINT enterprise, creating an asymmetric strategic advantage no adversary can match. We will view our efforts and decisions through the lens of that enterprise, rather than the lens of a single agency.

We will measure our success by the value we provide to others: the speed, accuracy and precision with which we deliver actionable information to decision-makers and warfighters at every level.

Call to Action

The time has come to take urgent and decisive action to reorient and realign the GEOINT community to navigate through this new operational environment. The revolution in GEOINT capabilities will move forward, whether we join in it or not. We will not sit back and observe this revolution from the sidelines; we will lead it. We will not go back to all of our old processes and procedures; we will adopt new ways of doing business. We will come out of this crisis stronger, smarter, better — we will come out of this together as a team.

NGA STRATEGY



NGA STRATEGY: NGA's 2025 Strategic Goals are the ways and means through which we will achieve the objectives set forth in the intent outlined above.

- **People:** We will emphasize “people first ... mission always” as we invest in recruiting and retaining a world-class workforce that advances our tradecraft and innovates solutions to meet mission needs.
- **Partnerships:** We will smartly invest in and pursue collaboration with domestic and international partners to fulfill our common vision for an integrated and resilient GEOINT community. As an agency, we are strong — as a “team of teams” we are unstoppable.
- **Mission Today:** We will deliver persistent, accurate, secure, and timely, relevant GEOINT data and services that create decision advantage for the U.S. and our allies, and enables our intelligence community and joint warfighting forces to deploy and fight anywhere at any time.
- **Mission Tomorrow:** We will ensure that our people and our partners have the tools they need to conduct our mission not only today, but tomorrow.

NGA MISSION IMPERATIVES



MISSION IMPERATIVES: Transitioning from the conceptual to the tangible, the mission imperatives represent those specific and concrete functions and capabilities we know we must do and must do well to achieve our operational mission. We will sustain unrivaled superiority in:

- Assured Positioning, Navigation, Timing and Targeting
- Accelerated Tasking Orchestration
- Data Access/Integrity
- Analytic Workflow Modernization

NGA MOONSHOT

NGA MOONSHOT: In September 1962 — at the height of the Cold War — President John F. Kennedy stood before the nation and made a bold assertion:

“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.”

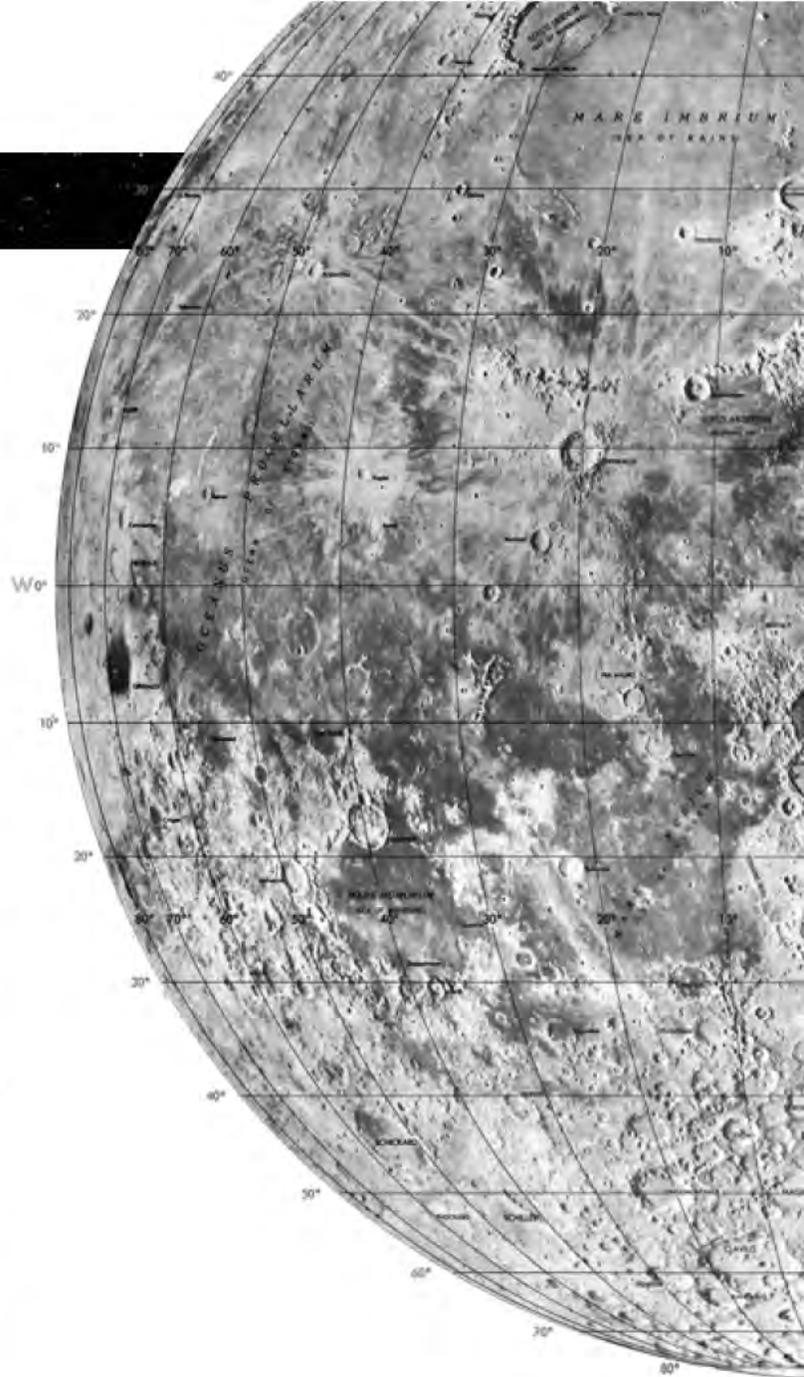
Today we declare our own “moonshot” to organize, prioritize and measure our progress against the strategic concepts set forth in this document. We set this goal to hold ourselves accountable to one another and to those we serve. We set this goal to keep our sights firmly fixed on the threats before us and to deliver our rounds on target. While continuing to contribute to larger efforts to help the United States and Allies compete successfully in this strategic environment, short of conflict, we will be laser focused on developing and delivering the critical capabilities we uniquely provide the joint, multi-national warfighting force.

We will deliver trusted GEOINT with the speed, accuracy and precision required to hold at risk the strategic forces our adversaries use to project power and threaten the United States and our Allies.

We are in a pivotal competition of grave consequence. A former leader I greatly admired once relayed to the Fleet: “Losing is easy. Winning is hard. Hard is authorized.”

Team NGA — hard is authorized.

We exist to “show the way.” It is our time to lead — together we can, and will win!



The Lunar Reference Mosaic produced by the Aeronautical Chart and Information Center in the 1960s in support of the Apollo missions.



We must take urgent
reorient and realign the
to navigate through the
environment

We have arrived at a historic inflection point
— for our nation, for NGA, and for the
geospatial intelligence community.

NGA DIRECTOR'S INTENT

The Director's intent is an expression of the conditions the organization must establish to accomplish its mission and desired end state.

We will take all necessary actions to sustain GEOINT supremacy and hold our adversaries at risk.

- Give primacy to our core missions
- Be the world's premier GEOINT force
- Relentlessly pursue a whole-of-enterprise approach

NGA STRATEGY

The NGA Strategy describes the ways and means through which we will achieve the objectives set forth in the intent.

- People
- Partnerships
- Mission Today
- Mission Tomorrow



We will prioritize and invest our time, our energy, and our resources to advance the strategic concepts summarized here

and decisive action to the GEOINT community is new operational

NGA MISSION IMPERATIVES

Mission imperatives are those specific and concrete functions and capabilities we know we must do and must do well to achieve our operational mission.

- Assured Positioning, Navigation, Timing & Targeting
- Accelerated Tasking Orchestration
- Data Access/Integrity
- Analytic Workflow Modernization

NGA MOONSHOT

A moonshot is an operational goal by which we will organize, prioritize, and measure the progress of our overall effort.

We will deliver trusted GEOINT with the speed, accuracy, and precision required to hold at risk the strategic forces our adversaries use to project power and threaten the United States and our Allies.



We exist to "show the way."
It is our time to lead —
together we can, and will win!

— *N. D. Shays*

