

ELVIN INTELLIGENCE AGENCY
CHRISTMAS COMMAND HEADQUARTERS, NORTH POLE





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EIA HEADQUARTERS
11 Candy Cane Blvd
North Pole, World

EIA Mission Statement: Vision, Ethos & Challenges

Amended Oct 11, 2015 via EIA majority vote, Mary Kringle, Kris Kringle

Vision

EIA's love, concern and actions consistently protect the facilitation of Christmas through the protection of Kris Kringle (aka "Santa Claus"), Mary Kringle (aka "Mrs. Claus"), the North Pole and it's many magical inhabitants: elves, North Polar Bear Security Team, reindeer (flying and other) and all manner of woodland creatures.

Mission

Preempt yule disbelief and threats to North Pole security by collecting intelligence on all holiday spirit-dampening activities, producing objective analysis on cheer recovery, conducting wink-and-smile covert action as directed by EIA Director and Santa Claus, and safeguarding the secrets that keep Christmas safe.

Ethos

The officers of the EIA are guided by a magical ethos that is the sum of our Elven principles, core glee, and highest merriment. This ethos holds in our holiday spirit as we exercise the glittering enterprise and celebratory procedures with which we have been entrusted to protect the North Pole and advance its blissful effect. EIA's ethos has many dimensions, including:

- **Service.** We put Christmas first, Santa before unit, and mission before elf. We take pride in being diverse, festive, agile, responsive, and jovial.
- **Integrity.** We uphold the highest standards of jolly conduct. We are truthful and forthright, and we provide information and analysis without seasonal or religious bias. We maintain Santa's trust through accountability and playfulness.
- **Excellence.** We bring the best of our elven backgrounds and cheery dispositions to everything we do. We are exuberantly self-aware, reflecting on our jubilant performance and learning from it. We strive to give all officers the delightful tools, holiday experiences, and joyful leadership they need to excel.
- **Courage.** We accomplish spirited, high-stakes, often precarious tasks, regardless of season or temperature. In executing mission, we carefully manage risk but do everything within our power to remain undetected by non-Christmas personnel.
- **Teamwork.** We stand together, jingle-belled slippers side by side. Collaboration, both magical and elven, underpins our best outcomes. Delight, festivity and secrecy are mission imperatives.
- **Stewardship.** We preserve our ability to obtain secrets by protecting sources and methods from the moment we enter Elfhood until our last laugh.



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Key Challenges

- Close **intelligence gaps** with enhanced collection and analysis on naysayers, non-believers, and issues most critical to Santa and North Polar Bear Security Team.
- Fulfill our **merry mission** to give children of all ages advantage as they confront an unprecedented volume and diversity of worldwide negativity that affects our merry interests.
- Leverage **technological advances** for better performance in all mission areas—collection, analysis, covert action, and counterintelligence—while protecting against all threats to the believability of our festive tidings, celebrations, and Santa Claus.
- Improve the ways we **attract, develop, and retain mirth and merriment** to maximize each EIA officer's potential to contribute to achieving Yule mission.
- Better manage Agency resources during all periods of **holiday celebration**.