



## AIMS TOOLBOX

*This document is intended to provide some ideas that may be helpful in telling the Air & Space Forces story. Use any or all of it, and feel free to improve it. Please contact the POC with updates and suggestions.*

**Topic/Title:** Elevator Speech 1

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Joining the Air or Space Force offers an unparalleled opportunity to serve your country while gaining invaluable skills and experience. From cutting-edge technology to global missions, the Air and Space Forces provide an opportunity for personal growth, leadership development, and meaningful contributions to the security of our nation. Whether you're interested in aviation, space operations, cutting-edge technology, or the challenges of leading people, the Air and Space Forces offer a diverse range of career paths tailored to your aptitudes. Becoming an Airman or Guardian isn't just a job; it's a chance to be part of something bigger than yourself, to challenge yourself, and to make a difference in our world

**Topic/Title:** Elevator Speech 2

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**Date:** 1 March 2026

Joining the Air or Space Force today means more than just wearing a uniform—it's an invitation to solve the most complex technical and strategic challenges of our time. In an era of Great Power Competition, our Airmen and Guardians continue to be the world's best air and space operators who employ our cutting-edge weapons systems, and in addition are the innovators behind the 'kill web,' mastering AI-driven systems, orbital mechanics, and global logistics to ensure our nation's security.

Whether you are drawn to the cockpit, the cyber-front, or the high ground of space operations, the Department of the Air Force offers a career path that maps directly to the most in-demand credentials in the global economy. Here, you don't just 'get a job'—you gain a mission. You'll lead teams through high-stakes environments and build a legacy of service that is bigger than yourself. If you're looking to learn leadership and challenge your limits while making a definitive impact on the world, there is no better place to start than the Air or Space Force.