

Dare Mighty Things Together:

A Plan for JPL 2023-2026

In 2023, Director Laurie Leshin unveiled a new three-year plan for the Lab along with a set of simplified values, introducing the initiative by pointing to the rapid evolution of JPL's core business.

"While JPL literally pioneered much of the space-exploration ecosystem, at this essential moment in time, the world around us is changing at an accelerated pace, and space exploration continues to evolve in reach, scope, and complexity. These changes present enormous and exciting opportunities, but they also can make the future feel somewhat less certain and harder to see. The purpose of this plan is to help us focus on actions that enable JPL to have an expanded positive impact on the space ecosystem in the coming years," said Leshin.

"Dare Mighty Things Together: A Plan for JPL" runs to JPL's 90th birthday in October 2026 and serves as an aspirational and actionable roadmap to the future. Visible and shaped by people across the Lab, it ensures JPLers are working toward common goals that will position the Lab for success for many years to come.

The plan opens with JPL's North Star followed by the three new values of Bold, Inclusive, and Trusted, which condense and replace the former five.

Our North Star

Drive the forefront of scientific discovery and extraordinary benefit to humanity through innovative mission technology and research

Inspire people everywhere to think bigger and imagine what is possible

Leverage our unique capabilities to advance the broader space-exploration ecosystem

Create a safe, inclusive, exciting workplace where all can thrive

Strategic Imperatives

The Plan lays out a set of seven Strategic Imperatives that will serve as the foundation of much of JPL's work over the next three years, advancing its ability to succeed, seed, and lead well into the future. The imperatives look beyond what the Lab is currently doing to drive more transformational science, infuse more technology into missions, expand JPL's reach to spark imaginations everywhere, engage new partners, and operate as a more integrated and strategic Lab.

World Class Workforce

1 Create and enable the best workforce to deliver JPL's and NASA's mission

Position for Performance

2 Sharpen processes to drive excellence and accountability in delivering our flight missions

Transformative Science and Technology

3 Pursue leading-edge science questions and boldly drive innovation and technology into flight missions

Lab-wide Planning and Prioritization

4 Forecast and prioritize new work across JPL to align with our capabilities and goals

Industry Leading Workplace Culture

5 Create an inclusive, collaborative, and engaging workplace culture that serves as a role model for the space industry

Global Inspiration

6 Catalyze a global community to share compelling stories about space and Earth exploration that are synonymous with the future of humanity

2036 and Beyond —
Launching JPL's Next Century

7 Envision and position JPL for a bright long-term future in the space ecosystem

Our Values

BOLD

We are courageous explorers, driven by our conviction to take informed risks and expand the edge of possibility. We build and manage complex missions designed to tackle the most challenging scientific questions and address global challenges. We are motivated by building first-of-a-kind systems and by knowing that our discoveries will advance knowledge and drive positive change in society.

INCLUSIVE

We create a collaborative culture where our teams, colleagues, and partners feel valued and empowered to innovate. We appreciate excellence, expertise, and experience across all disciplines. We embrace difference with respect and curiosity. We create environments where teams can achieve things not thought possible. We take pride in the breadth of our reach, engagement, and impact.

TRUSTED

We operate with integrity and the highest professional standards. We do the right thing. We honor our commitments. We work to advance our relationships. We share information and expertise with each other, with partners, and with the world. We work together toward ambitious common goals and outcomes.



Above: Unwrapping the updated Founders' Plaque shortly before its formal presentation to the Lab on May 23