NAG Vision:
To be universally recognized as the preferred source for computational software products and services and the preferred partner for collaboration.

NAG Values:
We will be known for
- Integrity in our dealings with customers, employees, members, partners and others
- Quality in our work
- Profound respect for the individual

NAG Ethos:
The dominant traits that characterize how we will operate both internally and externally are:
- Collaborative: we cooperate with others to achieve success for ourselves and for those with whom we work.
- Consultative: we consult with those affected before making major decisions.
- Consensus-Based: we attempt to achieve consensus in many decisions.
- Principled: we take actions and make decisions consistent with long-standing principles and values.
- Transparency: we will regularly share with staff and members information on the financial results of NAG and information supporting significant managerial decisions.