



General Tommy Franks Leadership Institute and Museum (GTFLIM)

Strategic Plan, January 2023 – January 2028

Executive Summary: This document serves as a guide for the GTFLIM's growth and development.

GTFLIM Mission: *Inspiring Leadership, Patriotism & Service*

GTFLIM Vision: *Celebrating Freedom, Sharing Knowledge, Enlightening Leaders*

The following goals reflect our mission and values and are designed to guide the GTFLIM Vision.

Goal I: Provide world-class leadership training and interactive learning opportunities to enhance leadership development for: common education, higher education, business executives and community organizations.

Goal II: Enhance our museum capacity to feature significant national and international historical exhibits and create educational programs.

Goal III: Continue to advance technology in operations to make the GTFLIM more efficient and effective.

Goal IV: Promote recognition of our world-class GTFLIM leadership institute and museum programs by increasing awareness and participation in these opportunities.

Goal V: Increase and sustain support with individuals, foundations and corporations to accomplish our mission.

Goal VI: Actively pursue and engage collaboration within the museum and leadership industry.

Current status. To plan for our continued development and growth, we first must examine the status of our programs. All GTFLIM programs have grown since the institute and museum's incorporation May 24, 2006.

Programs & Education –

- a. **Celebration of Freedom** – The Celebration of Freedom is an annual celebration to honor those who were willing to make the sacrifice that enables us to bask in the freedom we so dearly love. Events and activities promote patriotism, honor service men and women and remember those who gave their lives for others to enjoy the freedom we have. Visitors are encouraged to learn about those who have provided Leadership, Patriotism and Service. The event is organized to raise funds to support the mission and goals of the GTFLIM.
- b. **Road Show and Classroom** – Created in 2009, the 60-foot mobile museum trailer travels to schools, community gatherings and events as an educational outreach program. The mobile museum travels at no cost to schools to share cultural artifacts from the countries throughout the middle east that were in General Franks area of operations while Commander-in-Chief of the US Central Command (USCENTCOM). The Road Show highlights international cultural similarities and differences.
- c. **Four Star Leadership with General Tommy Franks.** This highly selective annual training event was created in 2008 and focuses on 70 high school juniors from across the US and several different countries spending a week during the summer at our partner Oklahoma Christian University’s facilities in Oklahoma City for leadership training. The training is conducted by partner organizations and General Tommy Franks and GTFLIM personnel. It is intensive, demanding training from the first day the students arrive and culminates with an awards banquet. Four Star provides a once in a lifetime opportunity for students to grow personally by interacting with internationally recognized speakers. The instruction includes leadership training through speech and ethics training, collaborative decision-making, hands-on excursions, team-building and problem-solving exercises, with the core built around General Franks’ Four Stars of Leadership: Character, Common Vision, Communication and Caring. At program conclusion, scholarships are awarded to selected participants based on merit.
- d. **Midland Young Leaders Challenge.** A 2-day summer leadership program offering 30 of the top high school juniors in Midland County, Texas, a face-to-face experience with General Franks and prominent Midland leaders. The Midland Young Leaders Challenge supports leadership development in problem solving and communicating solutions that will propel our world to greater peace, prosperity and mutual respect. Like the week-long program, MYLC is built around General Franks’ Four Stars of Leadership: character, common vision, communication and caring. Students are presented with ethical and leadership challenges to improve their leadership ability and confidence through persuasive communication, character and leadership development. Attendees will participate in a persuasive speech contest and have an opportunity to earn scholarships as well as the chance to attend the national Four Star Leadership program in July.
- e. **Inspired Leadership.** This training was developed in partnership with the Cameron University School of Business, Lawton, Oklahoma, with the board’s adopting it in October 2012. The basis of the interactive workshop is the General Franks Four Stars of Leadership characteristics. Since October 2012, multiple-module workshops have been presented, ranging from one to four hours, to more than 4,500 participants on site and at the GTFLIM’s renovated Stanley Building, a historical landmark in downtown Hobart.

An additional 8,500 participants have participated in Inspired Leadership Experiences on-site, Both Altus AFB and Fort Sill Army base have taken advantage of this training along with area schools, honor societies, technology centers and two Oklahoma colleges. We receive many calls for Inspired Leadership Workshops. Qualified presenters will be necessary to meet the demand for multiple workshops. The programs should create awareness of and raise funds for the GTFLIM.

- f. **Four Star Leadership Podcast.** Based on the Core Principles of Leadership by General Tommy Franks, the purpose of the new project is to engage Four Star Leadership Alumni, College Leadership, Organizations, Academic Leaders, and Veterans in a monthly 60 minute or less discussion with both experienced great leaders and Four Star alumni to promote awareness and recognition of the 4SL program, create potential sponsorship opportunities, offer personal development for all ages, expand the GTFLIM brand, monetize the program, provide leadership development ideas and proven solutions for success. The podcast is available on Facebook, Spotify, Apple Podcast, Fourstarleader.com, tommyfranksmuseum.org

Museum

- a. **Museum** – GTFLIM has a 9,500-square-foot museum in Hobart, Oklahoma, that showcases the 38-year military career of General Tommy Franks with wife, Cathy, plus exhibits on military history and international culture. The museum, located on Hwy's 183 & 9, 38 miles south of Interstate 40, averages thousands of visitors per year. It continues to modernize its displays and interactive kiosks. The General Tommy Franks' Museum is developing an area outside to display some larger items of military equipment.
- b. **Traveling Exhibits** - In addition to the exhibits that outline the life of General Tommy Franks and his 38 years served in the military, the museum dedicates an area for traveling exhibits to draw new and returning museum visitors. Traveling exhibits are secured from the historical society and other art collections. Additionally, we design/build our own traveling exhibits. Because they are on display for a short time, traveling exhibits offer a sense of urgency to "come see" before it's gone.

The Need - America and the world need to provide the framework of education leading to enlightened decision making. Therefore, we need to expand our historical education and leadership development programs, all of which contribute to understanding cultural similarities and differences, and developing leaders who think critically for the common good.

Organizational Design and Roles – This organization of board members (both national advisory and board of directors), committees and staff provides the appropriate separation of responsibilities, inventory controls and a unified team.

