



## About the General Leadership Foundation:

The General Leadership Foundation was created in 2013 by Brigadier General John E. Michel and Colonel Matthew T. Fritz to facilitate active conversations between the American public and America's most trusted leaders to inspire positive change. The organization is centered on the belief that leadership is a choice, experience promotes growth and example influences change. The organization's curators and authors values service to others through responsibility, generous sharing through humility and "walking the talk" via accountability.



The General Leadership Foundation operates a public blog entitled GeneralLeadership.com and encourages military authors to participate in answering the 2013 US Chairman of the Joint Chiefs of Staff call to "connect the warrior to the citizen" by sharing stories and, in return, creating dialogue around the perspectives of fellow citizens on the important topics of character, integrity and leadership. A premise of GeneralLeadership.com's community is the concept of bringing the advice, experience and example of leadership from military leaders to the larger reader and subscriber community. As a result, the authors are comprised of active and retired military leaders in the ranks of O-6 and above (officer) and E-9 and above (enlisted) with Command-level experience.

## About Our Community

GeneralLeadership.com is a community founded on the principles of providing Leadership advice from America's most trusted leaders. Our mission is to facilitate active conversations between our readers and America's most trusted leaders to inspire positive change. We believe Leadership is a choice, experience promotes growth and example influences change. We are guided by the values of service others by being responsible, sharing generously by being humble, and walking the talk by being accountable.

A primary premise of our community is the concept of bringing the advice, experience and example of leadership from military leaders to the larger reader and subscriber community. As a result, we have confined our pool of primary authors to the following demographics:

- 1) Active Duty Military Leaders in the rank of:
  - a. Officer: O-5 and Above with Command Experience (*NATO Equivalent OF-4 and above*)
  - b. Enlisted: E-9 (*NATO Equivalent OR-9*) with experience within proximity of command
- 2) Former Military Leaders who have Honorably Retired in the above grades
- 3) Curators and Leaders within GeneralLeadership or parent organization(s).

Authors who do not meet the above criteria and wish to seek publication with GeneralLeadership.com may explore doing so as a co-author with someone who meets the above criteria. Authors who do not meet this criteria will not be allowed to publish on GeneralLeadership.com solo. Restrictions upon our available pool of authors are regrettable; however, our brand has established expectations about author qualifications. Failing to adhere to these demographics dilutes our brand, as well as the bond we have with our subscribers and readers. If you wish to inquire about our author policies and guidelines, please contact [Support@GeneralLeadership.com](mailto:Support@GeneralLeadership.com)

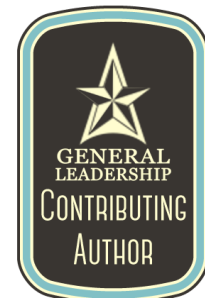


## Why We Write

Sharing is more than a nicety; sharing is a responsibility. It is the responsibility of every teammate to share what they have learned with their leadership and fellow teammates in order to allow the organization, as a whole, to benefit from the same experience. Our military teammates work for the American taxpayer and maintain the same responsibility to generously share lessons-learned, thereby maximizing opportunities to create rich, mutually beneficial conversations.

In 2013, the U.S. Chairman of the Joint Chiefs of Staff levied upon his military teammates the following task: *“to discuss who we are and what our wars mean to us.”* He put the onus on military leaders to learn *“how to connect the warrior to the citizen,”* and to not only tell stories but listen to the different perspectives of fellow citizens and learn from them, in return. [GeneralLeadership.com](#) has heard this calling and is fulfilling the need by connecting our authors with the public, at large. [GeneralLeadership.com](#) authors leverage the proven leadership and strategic experience of command-level active and retired members of the United States Military. Our team specializes in providing unique engagement opportunities designed to enhance individual and organizational performance, and are selected for inclusion based upon a record of accomplishment of validated success in senior-ranking positions through which they have gained command experience leading complex challenges in dynamic environments. Through these proven leaders, [GeneralLeadership.com](#) provides world-class engagement commensurate with the demanding expectations of high-profile clientele who are seeking accountable leadership insight, training, coaching and development. As proven leaders in peace and war, [GeneralLeadership.com](#)'s authors and curators consider it a privilege and responsibility to share what we have learned serving our nation across the globe.

Service is fundamental to our shared American experience ...service to family, community, and country. This fundamental desire to serve is what drives people to the military; our recruiters have counted on this motivation to supply our all-volunteer force for over 40 years. Nevertheless, we must realize the military does not hold a monopoly on service or sacrifice. Across our nation, the desire to contribute permeates every aspect of our lives. This drive can be found in involved mothers and fathers, police officers, firefighters, coaches, pastors, peer-mentors and thousands of others who serve their communities each day. Our desire at [GeneralLeadership.com](#) is to weave the universal principles of leadership into our conversations with you  
...one opportunity at a time.



With an eye to our future, we have undertaken a quest and commitment to do everything to cross career-field and cultural boundaries to share the experience of learning with each other. Like you, our team is comprised of citizens who share a common desire to do our part to seed a better tomorrow...for all of us. We understand and recognize that yesterday may have brought us to today, but we must learn from our collective experience to make a better tomorrow a reality.

Overcoming the boundaries between the military and the society it serves requires a deliberate effort to expand our world and our understanding. For military members, it is tempting to stay tucked-away on military bases, socialize solely within the circles of military communities and affiliate with like-minded individuals. For the curators of [GeneralLeadership.com](#), we consider it to be our mission to bridge the divide and bring the experiences, principles and stories amassed through war and military life to you, our readers and subscribers. To be clear, we expect it to be a two-way opportunity to engage. We want to learn from you: to gain from the best leadership principles and lessons in, and out, of service boundaries. Our quest is to help communicate and share the very best ideas and initiatives from the boardroom to the wardroom, the C-Suite to the E-Ring, Corporate America to all of America. Everybody wins when everybody shares the experiences that help people and teams operate at their best. At [GeneralLeadership.com](#), we believe leadership is a universal skill-set...and the measure of success is defined by results, not attributes.

**Let the conversation begin!**





# The General Leadership Foundation & GeneralLeadership.com

## GeneralLeadership.com Curators

- **Brigadier General John E. Michel**  
Senior Curator and Chief Executive Officer
- **Colonel Matthew T. Fritz**  
Senior Curator and Chief Operating Officer
- **Mr. George H. Fritz**  
Associate Curator and Chief Technology Officer
- **Mrs. Catie Hargrove**  
Associate Curator and Chief Creative Officer
- **Mr. Douglas VanWiggeren**  
Associate Curator, Chief Communications Officer
- **Mr. Garth Sanginiti**  
Associate Curator and Chief Knowledge Officer
- **Ms. Angela Maiers**  
Associate Curator and Chief Academic Officer
- **Mr. Jean Michel**  
Associate Curator and Chief Learning Officer
- **Mr. Jay Levin**  
Associate Curator and Chief Analytics Officer
- **Colonel Chris Stricklin**  
Associate Curator and Chief Growth Officer
- **Mrs. Holly Michel**  
Associate Curator and Chief Philanthropy Officer
- **Mrs. Kimberly Huth**  
Associate Curator, Community Relations Officer

## GeneralLeadership.com Military Authors:

- General Roger A. Brady  
US Air Force
- Lt General Kathleen M. Gainey  
US Army
- Lt General Gary H. Hughey  
US Marine Corps
- Major General Jerry P. Martinez  
US Air Force
- Major General Mike Diamond  
US Army
- Brigadier General James Vechery  
US Air Force
- Brigadier General Allen J. Jamerson  
US Air Force
- Colonel Christopher Levy  
US Air Force
- Colonel John Albers  
US Marine Corps
- Colonel Christopher Stricklin  
US Air Force
- Colonel Edwards "Geno" Redmon  
US Air Force
- Colonel Mickey Addison  
US Air Force
- Colonel Jason Brown  
US Air Force
- Colonel Kent Landreth  
US Air Force
- Colonel Joel Carey  
US Air Force
- Colonel David Cohen  
US Air Force
- Colonel Daniel Lasica  
US Air Force
- Colonel Todd Hirneisen  
US Air Force National Guard
- CMSgt Michael Klintworth  
US Air Force
- Robert F. Gaylor  
Chief Master Sergeant of the Air Force #5



## Media Features

The General Leadership Foundation has been featured in many online, visual, audio and print media such as the ones featured below *(not all-inclusive)*:





## Our Monthly Radio Show

Via the generosity of David Webb and SiriusXM Patriot Channel 125, the #GeneralLeadership hour has been a standard, monthly 1-hour radio broadcast on the first Wednesday of every month at 9pm Eastern on SiriusXM Ch125. The broadcast reaches an audience of millions via SiriusXM Radio, along with a live Twitter "Tweet-cast" which occurs simultaneously with recorded reach in excess of 32 Million impressions. This non-political forum provides an opportunity for GeneralLeadership to share topics centered around character, integrity and leadership, encouraging interaction with both interesting guests and calls from the listening audience.



### Previous Guests

- **Carly Fiorina**  
(American former business executive and was the Republican nominee for the United States Senate from California in 2010)
- **Drew Dix**  
(Decorated United States military veteran and retired major in the United States Army. He received the Medal of Honor for his actions in the Vietnam War; he was the first enlisted Special Forces soldier to receive the medal.)
- **Papa Joe Bradford**  
(Youth Leader/advocate and subject of the 2012 biography drama film "Unconditional" )
- **Ken Wahl**  
(American film and television actor, popular in the 1980s and 1990s, best known for the CBS television crime drama Wiseguy.)
- **Admiral Jonathan Greenert**  
(Chief of Naval Operations – Four-Star senior military officer of the Department of the Navy)
- **Gary Sinise**  
(Well-known actor, performer and founder of the [Gary Sinise Foundation](#))
- **Brigadier General Allen Jamerson (now a GeneralLeadership.com Author)**  
(US Air Force top-cop; Director of Security Forces and Deputy Chief of Staff for Logistics, Installations and Mission Support)
- **Chief Master Sergeant Marty Klukas**  
(Former Command Chief Master Sergeant for Air Combat Command – and a pending GeneralLeadership.com Author)
- **Mike Kessler**  
(Executive Director and CEO at [Young Marines of the Marine Corps League, Inc](#) and a retired Colonel in the Marine Corps)
- **Major General Todd Bunting**  
(CEO of the [Center for American Values](#))
- **Spann Cordle**  
(National Disability Advocate/Walmart Associate)
- **Sue Smith**  
(President, Center for American Values)
- **Hilary Knight**  
(Professional Hockey Player, Olympic Silver Medalist)
- **Autumn Letendre**  
(Founder of the [Golden Star USA Foundation](#); Country Music Singer)
- **Sandy Allnock**  
(Founder and leader of [Operation Write Home](#), supporting nations deployed veterans and their families)
- **Digit Murphy**  
(Head Coach, Boston Blades Canadian Women's Hockey League; Head Coach: Brown University)
- **Military Spouses of Deployed, Active Military Members**