

COMMUNITY IMPACT AWARDS – 2013

The purpose of this award(s) is to recognize organizations* that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:

I) Education: Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the measurable width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

II) Community: Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

**Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*

COMMUNITY IMPACT AWARD APPLICATION - 2013

Indicate which Community Impact Award your company is applying for:

I. Education _____ II. Community X

In less than 500 words, please describe the initiative(s) that the company has undertaken:

The General Tommy Franks Leadership Institute and Museum set out with a goal in 2012 to find ways to take our museum and message beyond the walls of our building and engage the greater community around us. Our desire is to infiltrate the corporate world, community organizations and schools around us and invest in that community through the presentation of workshops that teach servant leadership. We began by working with General Franks on developing his Four Stars of Leadership into a basic curriculum. We then partnered with Cameron University's School of Business to develop the Inspired Leadership Experience sculpted from three presentations on campus, surveys, focus groups and feedback from professors to tailor the experience into something that would dynamically impact audiences.

INSPIRED LEADERSHIP is a unique experience that communicates the Four Stars of Leadership exhibited in the life of General Tommy Franks: Character, Communication, Common Vision and Caring and teaches a servant leadership model. Each session engages participants through illustrations, videos, worksheets, activities, and interactive content which heighten each participant's ability to learn and retain practical leadership principles. We take into account time parameters, participant demographics, needs of the organization and desired leadership goals to custom mold each experience to the needs of the group through content selection and style of presentation. This enables us to provide leadership training to diverse audiences from middle school students to corporations. The Inspired Leadership Experience is a 2–4 hour workshop that combines historical facts, leadership principles, interactive activities and vivid illustrations that will provide the participant with a comprehensive view of General Franks' applied leadership style and will assist in the discovery of the participant's leadership potential. It will also include interactive components that will provide each participant with action steps to apply the leadership principles immediately.

Since the establishment of the program, we have presented the Inspired Leadership Experience to over 6,000 people. Most recently, we hosted an Inspired Leadership Experience that was open to the general public. Our goal was to reach a dozen or so individuals who had an interest in learning more about leadership. However, the response was amazing: entire staffs from the Kiowa County Sheriff's Office, Great Plains Youth and Family Services, Hobart Living Center, Hobart Main Street, Hobart Chamber of Commerce, and managers from Sesaco Seed Company and Western Technology Centers attended the experience in addition to the individuals we expected. This was the overwhelming response to the impact the program is having and the positive feed back we have received from doing 9 seminars with Western Technology Centers, 8 with Altus Air Force Base, 3 with Ft. Sill Army Base, 4 with Cameron University, 3 with Western Oklahoma State College and 2 with the Technical National Honor Society, in addition to woking in 38 public high schools over the past year.

In developing custom experiences for each group, we have been pleasantly surprised by the sessions that are most commonly requested of us: Character and Caring.

Describe the impact that this has had on the campus or community:

Please support your response with as much empirical, rather than anecdotal, data as much as possible.

The most important statistic for us regarding the program is that every engagement has come from word of mouth. We have no printed brochures, form letters, or other forms of advertising for the program. It wasn't until the end of March that we even listed it on our website. Every single experience was a direct response to a previous presentation. Following all of our programs, whether it be a museum tour, road show trip, keynote presentation or Inspired Leadership Experience, we request that participants fill out a evaluation. In presenting to over 6,000 people, we have yet to receive a negative evaluation and the Inspired Leadership Experience is returning at 17% higher positive feedback than any other program in our arsenal. Of the letters that come in to the organization, on average over the past year, nearly 2 of every 3 letters are in reference to the value of this program. It is the only program we do strictly on a donation basis, and it is the only program that is currently 100% funded to the end of the 2013. People invest in this program because it is an investment in their teams.

We had the opportunity to present Inspired Leadership to the Commanding Officer and all the top brass at Altus Air Force Base. COL Krawietz, AAFB Commander, instructed each of his commanding officers to bring their teams through our training. We just completed our 9th experience with AAFB.

We also had the opportunity to participate in a leadership series conducted by Southwestern Technology Center in Altus. We where the last presentation in a series of 10 over a two year period. Our presentation had the highest positive feedback in the series, even over two nationally syndicated leadership presentations.

Please scan and attach a letter(s) of recommendation from the campus or community impacted by your company's outreach.

APPLICANT AGREEMENT:

1. Participants understand that, in addition to promoting ethical standards, the annual OK Ethics Compass Award®, during which time the Community Impact Awards will be presented, is also intended to raise revenue for the Consortium in order to maintain its current programs and to provide funding to the Foundation's initiatives in assisting student business ethics chapters throughout the state. Because of the combined use of the funds, one may not be able to claim the cost of admission to the event as a charitable contribution. Please consult with your tax advisor.

2. Award recipients and finalists are expected to purchase a table ¹ for eight participants to attend the awards luncheon on May 15. Costs for tables may be found on the Registration Form located on the OK Ethics website.

NOTE: A 10% early bird discount will apply to reservations received before March 31.

3. Award applicant understands that submissions become the property of the Oklahoma Business Ethics Consortium and Foundation. Applicant agrees that, in the interest of sharing best ethical practices with other organizations, OK Ethics may make these submissions public and display the company logo and photographs in promotional materials.
4. Applicant also gives permission for OK Ethics to conduct independent background checks. Inaccurate or misleading statements and other related misconduct by nominees will result in termination of consideration, or possibly revocation of the award if discovered after the award has been presented.
5. Award recipients acknowledge that photos may be taken and shared in a variety of public venues (e.g. print publications, FaceBook, etc.) Applicant holds OK Ethics, its members and officers, harmless for the use of these photos.

Special Notes:

OK Ethics reserves the right to request removal of this acknowledgement within a year's period and/or if misconduct is discovered that could tarnish the image of the award. Applicant agrees that it will not assert any claim or legal proceeding against OK Ethics or the officers if the award is revoked, regardless of the reason given.

Deadline & Submission:

The deadline for award applications is 4:00 p.m. on Thursday, March 28. You may scan and email your application to warrenokla@cox.net . The file must not be larger than 3 MB. No applications will be accepted after that time. **Or, you may mail it to OK Ethics, P. O. Box 3174, Oklahoma City, Oklahoma 73101-3174.** (Note that applications sent to the post office box and delivered after that date will not be accepted, regardless of the postmarked date.) To arrange other delivery options, please contact Shannon Warren with OK Ethics at (405) 858-2233 at least a week prior to the deadline.

COMMUNITY IMPACT AWARD AGREEMENT (Continued)

By signing below, applicant (or applicant's representative) confirms his/her authority to submit this entry on behalf of <insert name of organization>. Signature below attests that:

1. The information provided in this organization has been approved for submission by the appropriate authorities within the organization.
2. To the best of the applicant's knowledge,

¹ Note that winners from certain membership ranks are not required to buy additional seats. For instance, the OK Ethics Pinnacle, Navigator and Star members demonstrate the highest level commitment to OK Ethics. These contributors are already entitled to tables at the annual Compass Awards banquet as part of their membership benefits. Compass Awards are also part of the benefits that Leading Members enjoy, while Horizon member receive a substantial discount to attend the event. See website for a list of participating companies.

- a. No untrue statement of a material fact is contained in the Application and
- b. No omission • of a material fact that I am legally permitted to disclose that affects my
been made

 3-28-13

organization practices has

Signature:

Printed Name:

Title:

Warren Martin

Executive Director

Applicant Name:

General Tommy Franks
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