

The Kwanmukan Foundation

Future Strategic Profile

Time Frame:

2-5 years

Driving Forces:

Legitimacy, experience, quantifiable strong and consistent internal standards that are integrated and related

Mission:

The Kwanmukan Foundation will build upon the martial art known as Kwanmukan, and expand the Foundation's influence in the martial arts world through education. This effort will be comprised of two paths:

1. The study and evolution of the art of Kwanmukan as defined by Kwanmukan Founder Hanshi George Anderson, Robert Saal, Patrick Hickey and others, some of whom will share leadership of this effort. And,
2. To engage in sport karate and jujitsu as a means of providing both wholesome activity for those interested and as a method of expanding the Kwanmukan Foundation's influence in the martial arts world.

Areas of Excellence

Technical

- Understanding of and expertise in classical martial arts that honors the purity of the arts
- A strong lineage, leading to Hanshi George Anderson and the Kwanmukan Foundation
- Well documented standards and technical information
- Circle and point approach to studying and teaching
- Integration of various martial arts into a wholistic art known as Kwanmukan
- A martial art cognizant of its American roots and well-suited to American physical stature and sensibility
- Using the martial arts for special needs education

Athletics/competition

- Significant administrative expertise in athletic endeavors
- Knowledge and experience in training martial art athletes for elite competition
- Relationships with other martial arts systems and styles as it relates to competition
- Significant experience, from Olympic-level training and events down to local levels

Affiliations

- A strong reputation built upon past expertise and experience
- A wide group of affiliate (affiliate organizations are such organizations that exist independently of the Kwanmukan Foundation yet share its goals and vision) organizations in different martial arts
- Incorporation of elements from other styles and systems of karate, jujitsu, judo, kobudo, etc.

Organizational

- Loyalty of membership (membership refers to individuals who study under a Kwanmukan Foundation teacher and embrace the principles of the martial art known as Kwanmukan; see the Kwanmukan Foundation bylaws and constitution for different classes of membership)
- A developing succession plan

Future Areas of Focus

More emphasis

- Strengthening technical strength of mid-Dan ranks (2-5)
- A continuing education approach
- For organizational ranking (5th Dan and above), emphasize individual lesson plans and organizational guidance
- Move from an individual leadership model to a more collaborative leadership model
- Catalogue and inventory training and all other materials developed by the Kwanmukan Foundation and its founders
- Add structure and objectivity to the ranking process
- Engage in more affiliate relationships with an objective of the same being mutually beneficial
- Provide more training, technical, business and otherwise, to maintain a strong base of schools
- Develop more and periodic training programs to enhance members' knowledge of the art known as Kwanmukan
- Expand competition opportunities for those interested
- Enhance marketing efforts to reach existing and potential new members (customers)
- Maintain financial strength and assets and use the same to promote initiatives which support this plan
- Identify potential new members, both individual and organizational, who recognize the expertise and uniqueness of the Kwanmukan Foundation
- Expand geographic reach of membership beyond Ohio, North Carolina and California

Less emphasis

- Past and sometimes adversarial relationships based upon history, especially in the athletic arena
- A specific Shihan's/teacher's influence in advancing their student(s) to higher Dan ranks (5th Dan and above)
- A singular individual being responsible for the Kwanmukan Foundation's success

Strategic Filter

Designed to be a checklist to gauge future initiatives and/or investments.

Does the opportunity:

- Focus on continuing education
- Strengthen the Kwanmukan
- Strengthen the technical expertise of members
- Follow the integrated standards approach

Leverage our areas of excellence:

- Utilize seniors' experience, relationships
- Build upon past relationships
- Capitalize on the American nature of our art
- Employ the circle and point approach
- Emphasize the inter-relatedness of the arts

Meet goals of . . .

- Enhancing Kwanmukan's influence
- Expand Kwanmukan's geographic-reach aspirations

Strategic Initiatives

1. *Develop, train, and monitor quality and safety standards via:*
 - a. Embracing a continuous education culture and approach
 - i. Focus on low- to mid-Dan ranks to help them become more adept technical practitioners and build their leadership skills
 1. **Organize, update training materials**
 2. **Develop 'turnkey' programs/curriculums to help new Dans and support their teaching aspirations**
 - b. Periodic reviews of all published material and standards
 - i. Focus on making all materials relevant and current
 1. **Establish schedule of reviews and committee to accomplish task on ongoing basis**
 - c. Offering guidance to new instructors
 - i. Focus on risk management, liability, business management
 1. **Ensure that risk management protocols are included in all training materials**
 2. **Review with new instructors sexual harassment and discrimination guidelines, conflict of interest guidelines, dressing room protocols, safety protocols, adult supervision recommendations, best practices**
 - ii. Focus on sample lesson plans, curriculums that have proven to be successful
 1. **Collect lesson plans, scheduling information from successful schools and share with new instructors**

- d. A group effort to maintain and develop educational materials
 - i. Focus on higher Dan grades to contribute to collective knowledge – written, video and other
 - 1. **Assign specific mid- to high-Dans the task to review, annotate and contribute to training materials (this could be part of an individual Continuing Education plan)**
- e. Developing repeatable program curriculums that can be used by new instructors to wade into teaching
 - i. Focus on 4-8 week timeframe at local facilities, e.g. YMCA/YWCA
 - 1. **Create playbooks for various situations that are repeatable, articulate certification on completion of the program, define possible next steps**
 - 2. **Identify individuals who can mentor and help aspiring teachers and potential dojo leaders**
- f. Increasing offerings of tailored, specialized martial arts programs
 - i. Focus on areas of expertise such as special needs, e.g. Summit Academy
 - 1. **Develop awareness of opportunity**
 - 2. **Develop training programs for those interested in these areas**
 - 3. **Identify members who have expertise in these areas**
- g. Establishing and maintaining a list of events which capitalize on areas of excellence

- i. Focus on a year-long event schedule including education and sport
 - 1. **Develop a schedule of activities for the next year at the end of the current year (coincident with the budgeting process)**
 - 2. **Appoint a person or committee to maintain and/or update the schedule throughout the year**
 - 3. **Ensure the schedule is on the Kwanmukan website**
- 2. *Enhance the influence of the Kwanmukan Foundation through collaboration and affiliation*
 - a. Formalize leadership and succession planning process
 - i. Focus on individual development and organizational sustainability
 - 1. **Create a master list of current leaders with denotation of any area of special expertise**
 - 2. **Create a master list of potential future leaders and candidates for becoming a board member**
 - 3. **Adopt new ranking guidelines with the emphasis on continuing education**
 - b. Periodic review of Kwanmukan standards and core principles
 - i. Focus on individual skill development
 - 1. **Hold classes and seminars that will emphasize core principles**
 - 2. **Offer certification to demonstrate who has attended these sessions**

- c. Maintain historical and current knowledge base
 - i. Focus on materials developed by Hanshi George Anderson, Hanshi Patrick Hickey and others
 - 1. **Catalogue and index knowledge base**
 - 2. **Make knowledge base accessible and easily searchable**
- d. Educate members and affiliates on Kwanmukan lineage
 - i. Focus on historical relationship with martial arts systems and leaders
 - 1. **Ensure lineage chart is current**
 - 2. **Encourage members to create their own lineage charts leading to personal teacher**
 - 3. **Repeat this information briefly and with a handout at each Kwanmukan event**
- e. Identify senior Dans who can maintain existing and establish new affiliate relationships
 - i. Focus on those individuals who can get outside of our circle and have the technical expertise and personality type to achieve the goal
 - 1. **Identify potential organizations that are desired affiliates**
 - 2. **Create a list of candidates and help prepare them for these activities**
 - 3. **Consider monetary support of these activities**
 - 4. **Capitalize on sporting activities for some of this work**

3. Enhance marketing activities to promote the Kwanmukan Foundation

- a. Review and update all marketing materials
 - i. Focus on inventorying what we have and what we need
 - 1. **Develop an inventory list of banners, awards, flags, etc., which can be utilized by all**
 - 2. **Consider what new materials might be needed and support monetarily**
- b. Make access to all Kwanmukan training and marketing materials easy
 - i. Focus on the kwanmukan.us website
 - 1. **Utilize the Kwanmukan Foundation website to disseminate material**
 - 2. **Transition Hanshi Hickey away from website maintenance by identifying candidates to take over the day-to-day maintenance**
- c. Encourage members to contribute to the Kwanmukan newsletter
 - i. Focus on having each school participate in each newsletter
 - 1. **Consider a 'school or dojo corner' for each Kwanmukan school so they are encouraged to submit material**
- d. Explore opportunities for more specialized training sessions
 - i. Focus on areas of excellence and areas with little expertise
 - 1. **Re-establish the Women's Anti-assault program**
 - 2. **Consider developing anti-bullying programs**
 - 3. **Continue police, self-defense and close-quarter combat type programs**

4. *Maintain a strong financial condition with demonstrable assets*

- a. Develop annual operating budgets
 - i. Focus on supporting organizational and member events
 - 1. **Establish travel budgets for those building affiliate relationships, travelling for refereeing, coaching, etc.**
 - 2. **Submit budget for annual review**
- b. Increase membership and have fees due in first quarter
 - i. Focus on building membership
 - 1. **Create a committee to formulate plans on how to grow membership**
 - 2. **Develop a method to ensure dues are paid in first quarter**
 - 3. **Consider fee increases as necessary**
- c. Develop written protocols for treasury activities
 - i. Focus on nonprofit standards and regulations
 - 1. **Create a committee to develop protocols by December 31, 2022**
- d. Proactively mitigate risk and regulatory compliance
 - i. Focus on automating process and minimize cost and hassle
 - 1. **Investigate new software to handle requirements**
 - 2. **Have new platform in place by end of 2022**