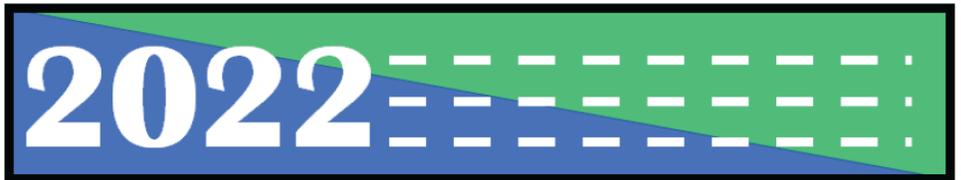


STRATEGIC PLAN



43d Air Mobility Operations Group

The 43 AMOG Strategy operationalizes priorities through objectives, tasks, and sub-tasks grouped in a living document that is responsive to changing strategic and operational conditions while continuously assessing the current environment.

STRATEGY

FOREWORD

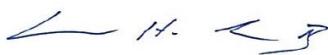
Our 43d Air Mobility Operations Group is a unique stand-alone Wing-equivalent Group made up of over 750 warriors: spanning seven local Squadrons, eighteen Group Staff Agencies, one geographically separated Squadron at Little Rock Air Force Base, and a Detachment at Fort Polk, Louisiana. Our 43 AMOG mission is to Ready and Project Joint Power...Without Fail! Our people, the most important ingredient to the success of our 43 AMOG, execute this through three separate but interconnected lines of effort: Support the Force, Train the Force, and Project the force.

We, through our diverse group of warriors and skill sets, are responsible for the rapid strategic deployment of forces in support of the nation's Immediate Response Force and National Mission Force. We provide Senior Air Force Airfield Liaison support to the Army's XVIII Airborne Corps and Fort Bragg Installation Garrison Commanders. We must continue to be prepared to meet short-notice, humanitarian, and worldwide mobility taskings to secure national objectives. The addition of our 34th Combat Training Squadron and Detachment 1, the activation of our 49th Combat Training Squadron, along with the evolution and support of our other Squadrons and Group Staff Agencies, we will prepare our Air Mobility Command and Joint Warriors for war. We will lay the foundation of lethality so that our Joint force can be ready, execute, and win. This should not and cannot be taken lightly. We catalyze swift response through Airborne Joint Forcible Entry, combat airlift, aerial port, command and control, Joint Combined Training, and other enabling capabilities to meet Combatant Commander requirements. Together, we will help deliver victory for our nation.

The challenges that lie ahead are difficult. The next fight will be an all-in fight, so we must be prepared. We will do everything in our power to ensure our 43 AMOG warriors and the partners we support, train, and project, are ready for success. We need each and every one of you to do the same. Hold yourselves to the high standards our military profession of arms requires. We need competency, proficiency, and high moral character in our rank, understanding one does not outweigh the other. We need everyone to do their job, do it well, and find ways to do it better. We have a direct ability to influence the outcome of a future fight; let's do it.

Our strategic plan will capture the important details of where our 43 AMOG is going and provide the why for our Airmen, mission partners, and leaders to better understand how we operate and what our priorities are. It will be our Airmen and Government Service Civilians that turn this strategy into tangible action. If effectively *prioritized* and *accomplished*, our efforts will feed into our *morale*, *growth*, and *readiness* so that we, the 43d Air Mobility Operations Group, are able to effectively Ready and Project Joint power ... Without fail!

We are grateful for the service of you and your families and honored to be a part of our 43 AMOG Team ... Thank YOU!



ANDREW H. BLACK
Colonel, USAF
Commander



JERRY E. BRAMMER
CMSgt, USAF
Command Chief

EXECUTIVE SUMMARY

MISSION

"We Ready & Project Joint Power...Without Fail!"

The mission of the 43d Air Mobility Operation Group (43 AMOG) is to Ready and Project Joint Power ... Without Fail! We are a stand-alone, wing-equivalent group deliberately integrated with our Joint Mission Partners, postured to provide Rapid Strategic Deployment of the Immediate Response Force (IRF), National Mission Force (NMF) & Team Pope Mission Partners. Through our more than 750 AMOG warriors, we provide Unrivaled Support to over 2,700 Airmen across five MAJCOMs. Additionally, we serve as Air Mobility Command's (AMC) premier execution arm for Joint and Combined Training and Readiness events to ensure our mobility warriors and mission partners are prepared to execute in a complex, high-end fight scenario, and Win. We execute our mission through three lines of effort: Support the Force, Train the Force, and Project the Force. We strive to be the Air Force's Team of Choice, the Joint Forces' "go-to" asset for power projection & readiness, and in making our 43 AMOG the desirable unit of choice for Airmen and Families. When the Nation calls, no place on the planet has more of a strategic impact than Pope Army Airfield (PAAF), Fort Bragg. All our AMOG warriors provide the top-tiered support our Nation requires, whether at Pope with our seven squadrons and 18 Group Staff Agencies, Little Rock Air Force Base with our 34th Combat Training Squadron, Fort Polk with our Detachment-1, or anywhere called into action. Through unmatched operations, integrated training, and mission support, we will ready and project the joint force...Without Fail!

VISION

43 AMOG Aspires to Be:
 -AF's Team of Choice
 -Joint Force's "Go-To" Asset for Power Projection & Readiness
 -Airmen & Families' Unit of Choice

PRIORITIES

- Develop & Care for Airmen & Families
- Enhance the Warrior Experience
- Execute Current Mission while Evolving toward Future Mission-Sets

LINES OF EFFORT

SUPPORT the Force - TRAIN the Force - PROJECT the Force

Communication Strategy

INFORM, CONNECT, and AMPLIFY

The 43 AMOG Communication Strategy will employ communication techniques & tools to link our Airmen and job professionals with their leaders to inform, educate, and promote morale and readiness. We will implement methods of maintaining public support for our military operations through consistent, positive engagement in our community. Our communication strategy will strive to communicate with clarity, expand our reach, increase speed of information delivery, and maximize impact across all audiences. Above all, our Strategy will illustrate how we tell our Air Force story...Without fail!

PURPOSE

The strategic importance of the 43d Air Mobility Operations Group and capability this Group of warriors provides cannot be overstated. It is absolutely imperative we remain aligned with the USAF Expeditionary Center (ADCON), Air Mobility Command (OPCON), and our Air Force in order to properly support, train, and project the Joint force. We must have a sound strategy to ensure alignment, move forward together, and to ensure we are willing, able, and ready to deliver for our nation anytime, anywhere.

STRATEGIC PRIORITIES

DEVELOP & CARE FOR AIRMEN & FAMILIES

Our Airmen and their families are the foundation of the 43 AMOG's success, and therefore are our number one priority. We will cultivate future leaders and their families by focusing holistically on each person's individual needs to enhance their customer experience. We will concentrate our resources on professional development, mentorship, resilience, standards of excellence, and quality of life services in an inclusive environment. The 43 AMOG will continuously work to develop, execute, and expand meaningful, targeted initiatives to build a sense of connectedness and unrivaled support.

ENHANCE THE WARRIOR EXPERIENCE

The 43 AMOG executes and supports a critical, without-fail mission. Therefore, every Airman on our team is a warrior. We will enhance our training to better prepare our Airmen as trained critical thinkers who are empowered to work through complex problem-sets. We support our Group, Team Pope, Air Force, and Joint warriors by making people the priority, controlling what we can control, and tirelessly doing everything in our power to ensure every interaction and training event is a positive, impactful experience. We will enhance the warrior experience through efficiently aligned and effectively utilized operations and support processes and policies, and further develop the requisite skills necessary to ensure mission success. Our initiatives include enhancing warrior support and re-balancing resources to increase our capability resulting in warriors postured for success in the next operational environment. The support we provide will be second to none.

EXECUTE CURRENT MISSION - WHILE

EVOLVING TOWARD FUTURE MISSION SETS

The 43 AMOG's mission is: To Ready and Project Joint Power ... Without Fail. Without fail is not synonymous with at all costs. We need to "own" our current mission, stay accountable, execute the fundamentals, and do things the right way, as failure is not an option. Our Airmen must always be prepared to lead the projection of power through the launching of our National Mission Force and the Immediate Response Force partners. The 43 AMOG will maintain readiness to execute this mission as well as lead the day-to-day support of Team Pope, comprised of units from five Major Commands: Air Mobility Command, Air Combat Command, Air Education & Training Command, Air Force Special Operations Command, and Joint Special Operations Command. We must also prepare the force by offering unparalleled joint and combined training and readiness events to our Air Force, rotational units, and other mission partners at all operating locations. We must not stagnate in this mission and will remain relevant and capable in order to support evolving mission- sets aimed at a peer adversary and the high-end fight. We will leverage our Airmen and advanced technologies to lead the Air Force's development of advanced warfighting concepts and capabilities to fully support joint objectives and remain aligned with AFFORGEN, ACE, MCA, the technologies to support these concepts, and the mindsets and TTPs to effectively execute these missions. The 43 AMOG will leverage and expand existing training opportunities in and around Fort Bragg, Little Rock, and Fort Polk to provide operationally significant JFE, JADC2, and AFFORGEN training to ensure synchronized, lethal, and rapid employment of the Joint Force in support of the National Defense Strategy anytime when called upon.



LINES OF EFFORT

SUPPORT THE FORCE

The 43 AMOG is the Lead Air Force Agency for Pope Army Airfield. We provide comprehensive support services to the approximately 2,700 Airmen of Team Pope, their families, retirees, reservists, and DoD civilians, totaling more than 7,000 personnel. This support includes but is not limited to in-processing, professional military education, ID cards, Military and Family Readiness programs, protocol, public affairs, as well as financial and legal services (to include convening authority). This world-class support empowers Airmen to succeed and enhances mission effectiveness. We deploy new initiatives and optimize current programs to enhance the Warrior Experience and utilize multiple measures of effectiveness and feedback to influence positive change and a culture of high customer satisfaction throughout Team Pope and our operating locations. In support of this line of effort, the following specific tasks apply:

Revitalize Sponsorship, Newcomer's Welcome, and Key Spouse Programs:

- Develop a Culture Statement - Who we are, What we do, Who we support, How we tie into the greater mission
- Create a Sponsorship/Welcome Handbook for all inbound personnel and their families
- Update Newcomer's on-boarding programs to showcase sense of purpose, quality of life, and a culture of inclusiveness
- Enhance Key Spouse program participation through deliberate outreach, increased opportunities for involvement, and mentorship across all levels
- Expand 43 AMOG and Team Pope Key Spouse engagements into a recurring battle rhythm

Codify a Strategic Communication Campaign Plan:

- Develop a comprehensive communication plan to provide information and outreach to 43 AMOG Airmen, Team Pope Airmen, families, and community
- Provide "One Voice" support and advocacy for Team Pope to the host installation and community
- Posture force with manpower and skillsets that can support the requirements across all our units at Pope, Little Rock, and Fort Polk
- ICW EC & AMC, gain funded authorizations for required ancillary and support billets as lead agency for Team Pope's 2,700 airmen
- Until permanent billets authorized, funded, and filled, leverage TFI workforce for Reserve MPA support



TRAIN THE FORCE

Our 43 AMOG mission requires us to ready our Airmen and the Joint force. As the nation pivots from the conflicts in Iraq and Afghanistan to the pacing challenge of China and the acute threat posed by Russia, Air Force leaders are directing the most significant reorganization and technical innovation since the Cold War — ensuring our adversaries cannot out range or outpace us. The 43 AMOG will evolve our capabilities to meet this challenge. We will provide realistic, integrated training opportunities, enabling speed, range, and decision dominance—key elements of meaningful maneuver for the Joint force. Through our training and readiness efforts, our Joint Force and allied partners will have the necessary tools to Win in a dynamic, distributed, and complex operating environment. In support of this line of effort, the following specific tasks apply:

Establish Recurring Joint Readiness, Deployment & Outload Exercise Programs:

- Conduct monthly Joint Deployment Readiness Exercise (DRE) & Outload Events. These will include a combination of internal 43 AMOG iterations, as well as combined DREs with our US Army and mission partners
- ICW US Army Garrison Ft Bragg and the FAA, improve Range R-5311 flexibility, and expand/integrate surrounding special use airspace to enable realistic training scenarios
- Execute/Facilitate at least 1x major exercise event (GFLR, BMTW, Storm Series events) per quarter as major supporting events for Air Mobility Command's Operation MOBILITY GUARDIAN

In coordination with AMC, and via OPORD guidance, revitalize integral Exercise and Training Programs:

- Revitalize Joint Forcible Entry Readiness Symposium (BMTWs/Storm Series) events at Pope AAF, and host/coordinate the JFERS conference semi-annually
- Revitalize Joint Readiness Training Center/Green Flag Little Rock events at LRAFB/Ft Polk
- Establish new Flag-exercise series out of Pope/Bragg with first iteration targeted for Fall 2024.

Enhance Readiness in face of a Peer Adversary:

- Continue to lead the advancement of Tactical Datalink (TDL) architecture and training for the Mobility Air Force, with the ultimate goal of integration into evolving JADC2 concepts
- Establish Group-level Intelligence capability, and an “Inform & Educate” program on evolving threats
- Establish MAJCOM-leading and Joint-recognized training programs for evolving Joint Force Maneuver Concepts (e.g. ACE, MCA, SFO, Hot Refuel)
- Leverage Combat Training Squadrons and supported exercises to foster MAFFORGEN certification processes and events



PROJECT THE FORCE

Our 43 AMOG remains ready to execute the launch of our nation's Immediate Response Force (IRF) and National Mission Force (NMF) when called upon. This Dynamic Force Employment provides options for proactive and scalable employment of the Joint Force. A modernized Global Operation Model of combat-credible, flexible theater postures providing national decision-makers with superior military options. 43 AMOG, by-means-of Task Force Gryphon, has been called upon by AMC to project the Joint Force under Immediate Response Force Conditions three times in the last two years. We must maintain and continue to evolve a comparative advantage, by providing an unparalleled capability to project an immediate response force tonight and a decisive force when needed. We must ensure we have the personnel, systems, processes, and training to provide this unique capability on behalf of our Nation. These missions rely on a premier team to effectively meet these requirements on a moment's notice... Without Fail. In support of this line of effort, the following specific tasks apply:

Develop Task Force Gryphon Training and Certification Program:

- Exercise & Validate Task Force Gryphon Readiness Standard Operating Procedures
- Develop and Formalize Task Force Gryphon Personnel Certification Program (A-Staff)
- Exercise Task Force Gryphon Biannually in conjunction with Joint Outload Exercises



* 43 AMOG Projected the Joint Force three times in the past two years.



	USTRANSCOM PRIORITIES	AMC VECTORS	EC Lines of Effort
 Support the Force	<ul style="list-style-type: none"> -Empower a Competitive and Resilient Warfighting Team -Project and Sustain the Joint Force -Ready Now and in the Future 	<ul style="list-style-type: none"> -Develop Ready Airmen & Families 	<ul style="list-style-type: none"> -Organize AIRMEN for Expeditionary Warfare -Train AIRMEN for Expeditionary Warfare -Equip AIRMEN for Expeditionary Warfare
Train the Force	<ul style="list-style-type: none"> -Empower a Competitive and Resilient Warfighting Team -Ready Now and in the Future 	<ul style="list-style-type: none"> -Advance Warfighting Capabilities -Develop Ready Airmen & Families -Project & Connect the Joint Force 	<ul style="list-style-type: none"> -Train AIRMEN for Expeditionary Warfare
Project the Force	<ul style="list-style-type: none"> -Project and Sustain the Joint Force 	<ul style="list-style-type: none"> -Advance Warfighting Capabilities -Develop Ready Airmen & Families -Project & Connect the Joint Force 	<ul style="list-style-type: none"> -Organize AIRMEN for Expeditionary Warfare -Train AIRMEN for Expeditionary Warfare -Equip AIRMEN for Expeditionary Warfare

STRATEGY INTO ACTION

Our strategy points the way forward — one that is actionable, with clear goals and vectors that are achievable, assessable, and revisable. Strategy is a path toward a common goal based on what we know now and not all encompassing. It must be adaptive as it seeks to balance and bridge the present to the future. Some key decisions that will have lasting effects well into the future must be made now. We will make those decisions by connecting new concepts and plans to the strategic framework and move forward. Our 43 AMOG strategy is a scheme to achieve the Command's objectives and desired future states, and our Airmen translate this strategy into action. It takes the entire 43 AMOG team to execute this strategy and provide innovative solutions to complex, multi-faceted challenges. The product of this effort results in unrivaled support for our Warriors, world-class training, and rapid projection of the Joint Force. Our Nation is depending on us! We are Willing, Able, Ready!

"We Ready & Project Joint Power...Without Fail!"