



U.S. ARMY

The Army Leader Exchange Bulletin

"Lead Well and Develop Others"



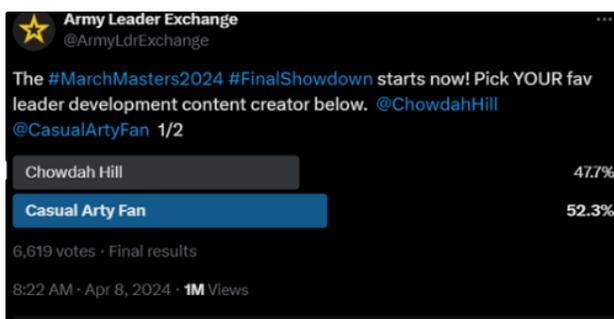
DECEMBER 2024

Year in Review Edition

The Army Leader Exchange had an amazing year of growth, thanks to **you**, our bulletin subscribers and social media followers. This year, ALX:

- moved to the Army University to institutionalize the brand (*Educate to Win!*)
- reached 13,000 monthly bulletin subscribers
- gained 1.7K followers across X, FB, and IG
- coordinated a successful March Masters competition that absolutely dominated our social media space with well over 55K follower engagements*.

March Masters had the most engaging posts across all platforms. The **most engaging ALX post** appeared on X. It was an announcement of the final showdown for the top two content creators:



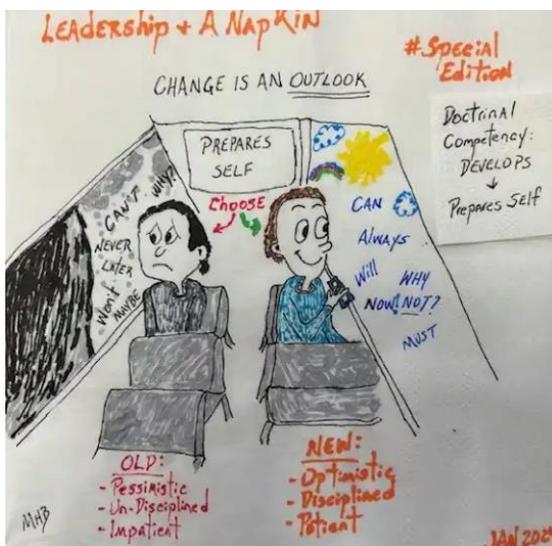
The remainder of the featured posts in this edition were chosen on their ranking by type and exclude March Masters.

*Engagement includes likes, favorites, comments, messages, replies, shares, saves, clicks & mentions.

Most Overall Engagements

The special edition of #LeadershipandaNapkin by LTG Milford H. Beagle Jr., Commanding General of the U.S. Army Combined Arms Center.

"Change is an outlook. You can keep old habits and remain stagnant or opt into a new way of thinking to grow and develop." #BeAllYouCanBe



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Most Liked Quote on Instagram

"Leadership is difficult because it is a human interaction, and nothing is more daunting, more frustrating, and more complex than trying to lead men and women during tough times and working with and for our seniors."

Article: [We Lead Human Warfighters](#)

Author: LTC(Retired) Charles D. Henry

Publication: Infantry Magazine, Winter 2023

Most Liked Articles/Resources & Graphics



Most Likes Across All Platforms (Instagram):

Article: [Building Strong Units: The Power of Positive Archetypes](#)

Author: Beau Wasson

Publisher: Thought to Action Blog

Close 2nd (Instagram)

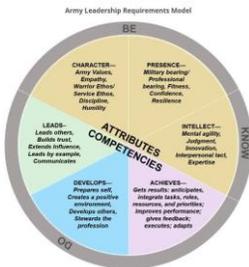
Article: [The Return of the Tactical Crisis](#)

Author: Randy Noorman

Publisher: The Modern War Institute



Most Likes on Facebook:



Graphic: The Army Leadership Requirements Model

Resource: The Interactive Leader Guide

Link: [MCCoE Center for Army Leadership \(CAL\)](#)



Most likes on X (Formerly Known as Twitter):

Article: [Combat Doesn't Care: How Ready Are You?](#)

Author: SMA Michael R. Weimer

Publisher: NCO Journal



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Most Shared



Article: [A Catalyst for Writing](#)

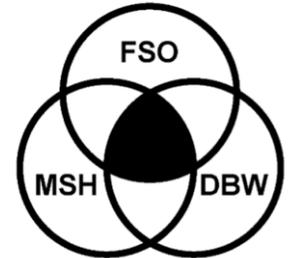
Author: D. Max Ferguson

Publisher: Military Review

Article: [Make Room for the Antenna: Three Principles of Performance that Breed Success for Junior Officers](#)

Author: Geoff Logan

Publisher: The Center for Junior Officers



Most Link Clicks

Article: [NCOs and the Power of Critical Thinking](#)

Author: Timothy M. Hardy Jr.

Publisher: NCO Journal



Article: [The Discipline Gap: How Army Leadership Curricula Misses the Mark and Why It Should Change](#)

Author: Anthony Lenze

Publisher: Military Review

Readers Speak:

[Feedback from You for You]

Let us know! What is your social media platform of choice? Should ALx expand into LinkedIn. Tell us by responding to this email or clicking [here](#).



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