



# The OODA Concept of Colonel John R. Boyd (USAF)

## Overview

by

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For the Use of Students

# Purpose

- This short PPT is designed to inform the student on this strategic “way of thinking”!
- Boyd was a maverick air force officer who wanted to integrate an array of divergent knowledge into a “coherent system” to help; people to work successfully under stressful situations.
- Compare this to the logic of research!

Reference: Richards, C. & Vandergriff, D. (February 2008). Marine Corps Gazette. *Is warfighting enough?* [www.mca-marines.org/gazette](http://www.mca-marines.org/gazette)

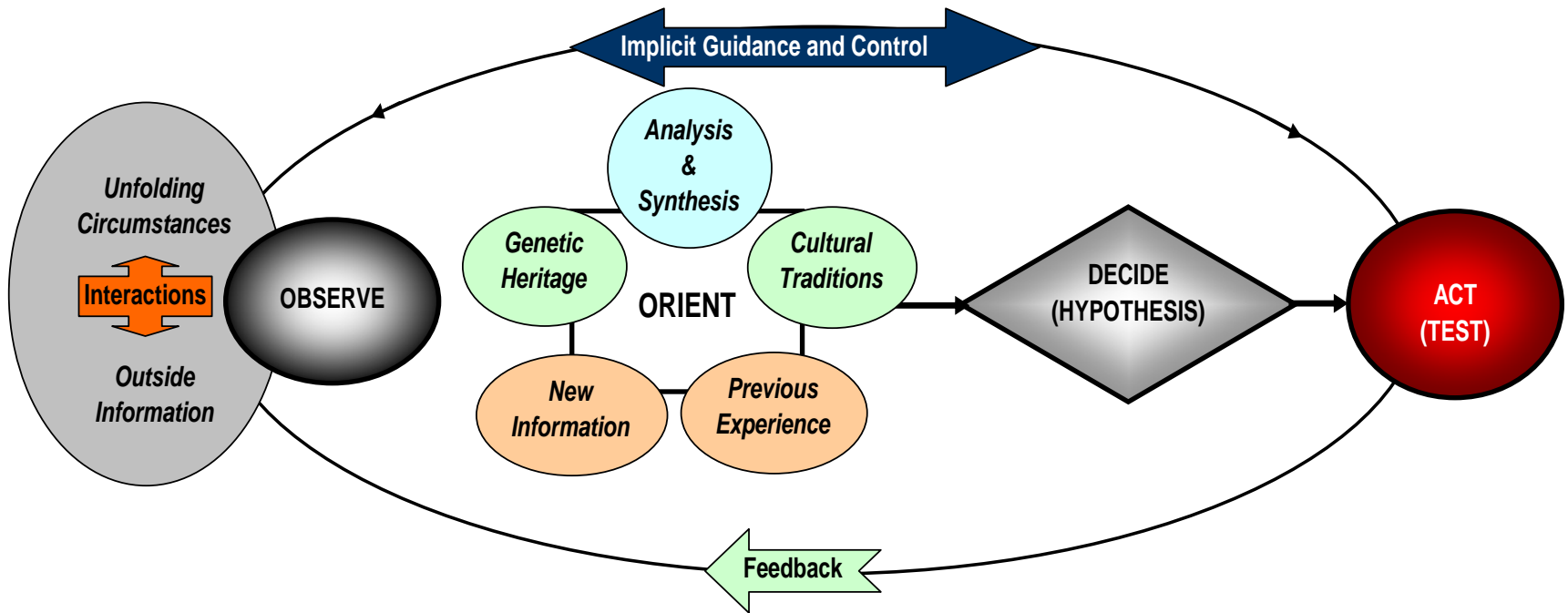
# [ Meaning? ]

## DILBERT



Ref: Adams, S. (January 9, 2008). *Milwaukee Journal Sentinel*.

# [OODA Loop]



# [ OODA Loop ]

- Observations - Scan the environment and gather information from it (emersion).
- Orientation - Use the information to form a mental image of unfolding circumstances.
  - That is, synthesize data into information.
  - As more information is received, you "deconstruct" (unfreeze) old (fixed beliefs) images and then "create" new images.

# [OODA cont'd]

- Note that different people require different levels of details to perceive an event!
  - Often, we imply that the reason people cannot make good decisions, is that people are bad decisions makers -- sort of like saying that the reason some people cannot drive is that they are bad drivers.
  - However, the real reason most people make bad decisions is that they often fail to place the information that we do have into its proper context (reality formation).

# [OODA cont'd

- This is where "Orientation" comes in. Orientation emphasizes the context in which events occur, so that we may facilitate our decisions and actions.
- That is, orientation helps to turn information into knowledge. And knowledge, not information, is the real predictor of making good decisions.

# [ OODA cont'd ]

- **Decision** - Consider options and select a subsequent course of action
- **Action** - Carry out the conceived decision
  - Once the result of the action is observed, you start over
  - Note that in combat (or competing against the competition), you want to cycle through the four steps faster and better than the enemy, hence, it is a loop



# [ Summary ]

- When you're doing OODA "loops" right, accuracy and speed improve together; they don't trade off.
- An essential task of leadership is to create – mainly by example – an organization that gets better and better (and better) at these things.

Reference:

<http://www.nwlink.com/~donclark/leadership/ooda.html>