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Rethinking the Role of Information Operations in Warfare Competition

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Information Dominance: Why is this so difficult?

“Everything we say and do, and everything we fail to say and do, will have an impact in other lands. It will affect the minds and the wills of men and women there.”

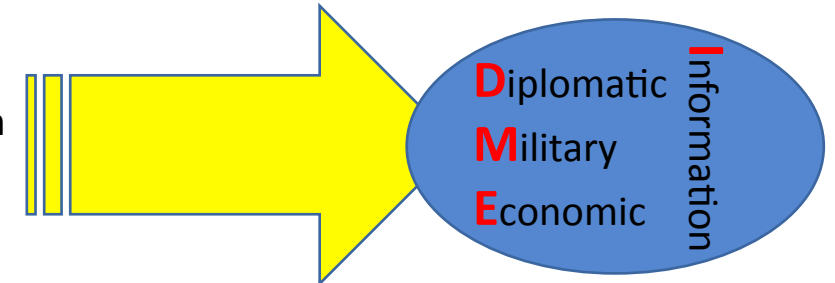
Presidential candidate, Dwight D. Eisenhower, 1952

• What is “information”?

- Inaccurate terminology and pre-conceived notions
- The definition changes based on the community
- Attempts to study it in isolation often create more confusion

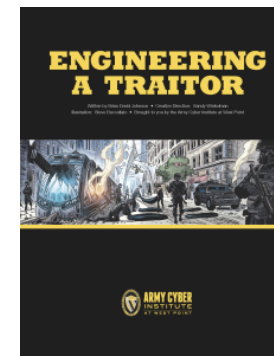


Diplomatic
Information
Military
Economic



- Strategic Understanding of Information
- Requires a move from “Binary” to “Spectrum” Mindset...
- Move from traditional “levers of power” applied discretely to an integrated approach

- Operational/Tactical Understanding of Information
 - Focus on the environment...not the threat
 - Tendency to picture things in terms of geography
 - Cannot be an after-thought in planning
- Cannot rely on a small group of specialists...the commander must be adept at information operations
- Recognizing that *everything* you do sends a message...



- Creative thinking of the evolving environment
- Multi-disciplinary approach
- Free market innovation will continue to upset the balance of information dominance



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Questions & Discussion

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