



Faculty of Design

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## US SOCOM goes Google

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# US SOCOM Goes Google

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# United States Special Operations Command Goes Google



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# What do I try to do?

A new sociology of military knowledge  
based on the history of design.

**From:**

Good/Bad

Better/Worst

Splendor/Evil (Nelson)



# A Meta-Designer?

**To the Meta-Level:** How do armed forces produce and use knowledge and what difference, if any, does it make for individuals, organizations, societies and the conduct of peace and conflicts? The case of design

# Why does it matter?



# Tracing the Translation of Military Design Around the World





# The Ultimate Quest in Military Knowledge... for many reasons

OPP: Operational Planning Process

MDMP: Military Decision-Making Process

JOPES: Joint Operation Planning and Execution System

EBO: Effects-Based Operations

SOSA: System of systems analysis

**SOD: Systemic Operational Design**

RBM: Results Based Management

**ADM: Army Design Methodology**

**US SOCOM Design Thinking for the SOF Enterprise (2016)**

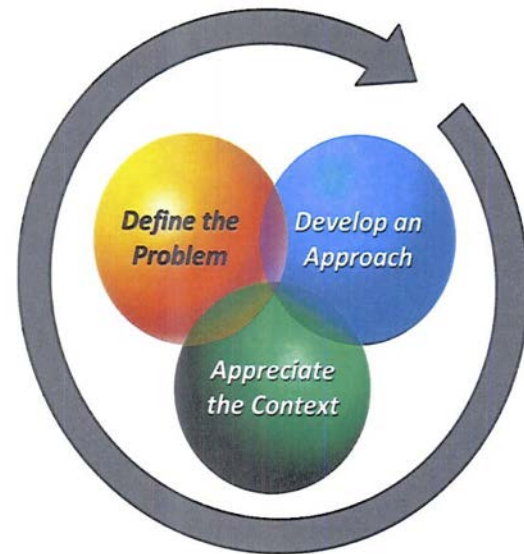


Figure 2: USSOCOM Design Thinking



# **The Rise of Business Design in SOCOM/JSOU**

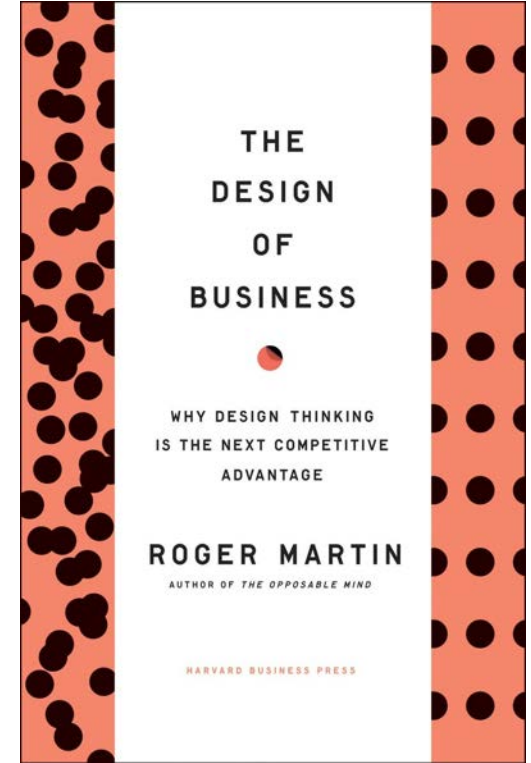
## **An Unexpected Finding**

### **Manifestations:**

- (1) Preference of Instructors**
- (2) Business Innovation Analogies**
- (3) SOFWERX**
- (4) More?**

**What are the  
Transaction COSTS Of  
Moving from Israeli  
Informed Military  
Design to Business  
Design?**

# The Preference of Instructors at JSOU



# Business Analogies

- Steve Jobs: Shaper of reality
- Fibonacci (Venetian Merchant) and the zero
- Container Store employee system
- SofWerx: Bell Labs and Xerox Parc



# SOFWEX, Tampa





# SOFWERX, Tampa



# SOFWERX, Tampa



# Promises of Business Design for SOCOM

- Legitimacy
- Speed
- Geographical Isolation from HQ
- External Contributions
- Lightness



## Implications: Cautiousness

- Reification: My experience.
- E.g. Risk
- In return: What does it tell us about Business Design?

# Interested in Collective Ethnography with Military Designers next Sunday-Monday in Toronto?

**Hybrid Warfare: New Ontologies and Epistemologies in Armed Forces**

8:30AM-5PM, October 16-17

Canadian Forces College (DeWolfe 306)

215 Yonge Blvd, Toronto

Access Required: Philippe Beaulieu-Brossard, Ph.D.

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