

Ready Room Solutions, LLC.

www.readyroomsolutions.com

Package 1

- 360 Degree Review
- Gather Tipper
- 2 Strategists
- Boots on the Ground + 3
- Debrief
- Solutions
- Recommendations

Bringing lessons learned from the most elite fighter attack squadrons in the world to your business.

FOCUSING ON:

- Leadership
- Integrity
- Trust

Package 2

- 360 Degree Review
- Gather Tipper
- 2 Strategists
- Boots on the Ground + 3
- Debrief
- Solutions
- Recommendations
- Monthly Sit-Rep x 5
- 6-Month Re-Attack

Custom Leadership Seminar (Multi-Day)

Interactive Seminar, Small Group Development, Resourcing, Breakout Sessions

- Prep Materials
- Planning Tools
- Rapid Response Planning
- Debrief & Follow up

Package 3

- 360 Degree Review
- Gather Tipper
- 2 Strategists
- Boots on the Ground + 3
- Debrief
- Solutions
- Recommendations
- Monthly Sit-Rep x 5
- Keynote
- Seminar

1-Day Seminar

Interactive Seminar & Keynote

- Pre-flight & Debrief
- Breakout Sessions

LinkedIn article written on Keynote
Catherine Krueger Sullivan wrote for
ReadyRoomSolutions // visuals by CKSullivan



How to become a #TopGun leader?



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Few weeks back, I had the privilege to attend a leadership conference in Annapolis, MD (known for the elite U.S. Naval Academy). During one of the sessions, we had Colonel Byron Sullivan (aka 'Shrek') as a keynote speaker. He gave us insight into how leaders in his field think and prepare prior to making key decisions.

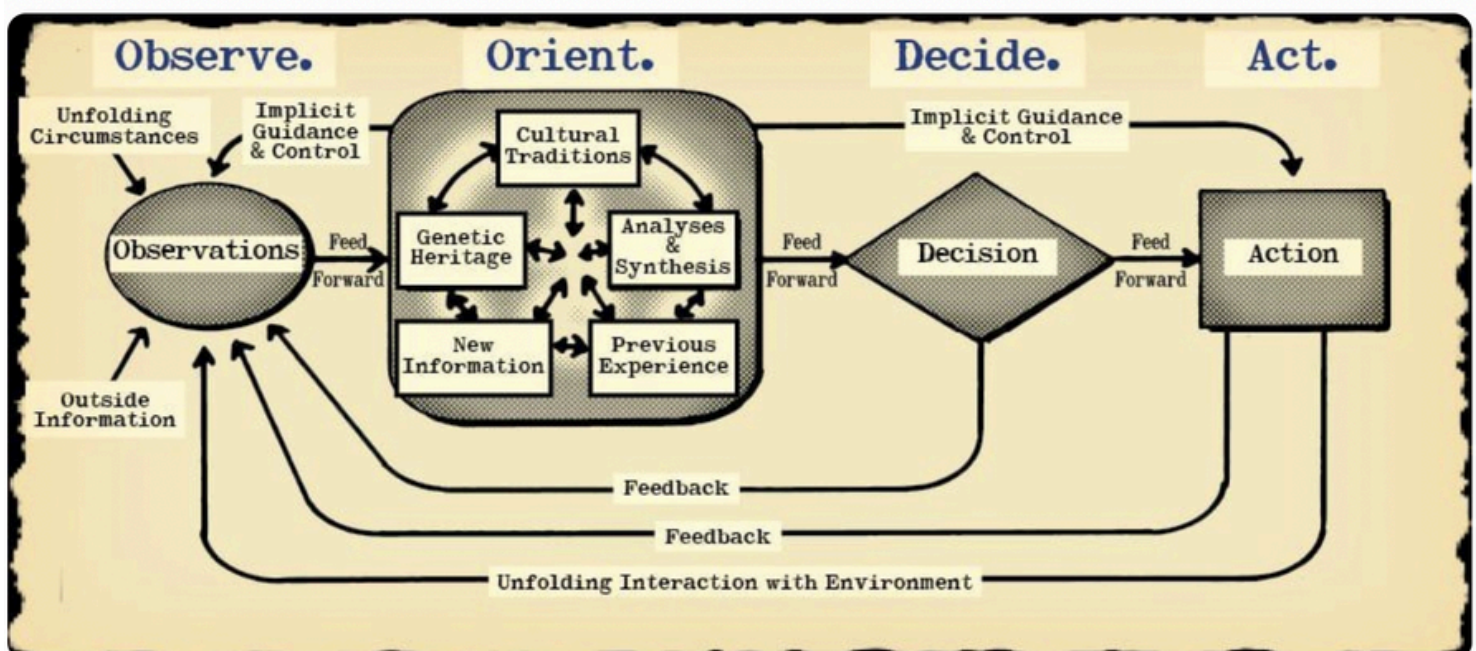
At the heart of his presentation was going over something called the '[OODA Loop](#)'.

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One of those American pilots, now-deceased Air Force Colonel (ret) [John Boyd](#), developed a theory of decision-making that captured our advantage in this conflict that he would later formalize as the 'OODA Loop'. Colonel Boyd may be the most remarkable unsung hero in all of American military history. Some remember him as the greatest American fighter pilot ever — the man who, in simulated air-to-air combat, defeated every challenger in less than forty seconds. Still others think of Boyd as the most influential military theorist since [Sun Tzu](#).

The acronym refers to the elements of the loop — Observe, Orient, Decide, Act — and became a defining element of Boyd's writings on military strategy in the 1960s and '70s. It also turned into a cornerstone of training for combat in the latter half of the 20th Century. The OODA Loop has been popular with military planners ever since, driving everything from selection of personnel to large-scale military plans.



The OODA Loop sketch above is based on a slide Boyd used in 1995 to illustrate his understanding of the process's complexity — especially the orientation stage and the various feedback loops.

Okay, so the OODA part is easy enough to understand. But what about the Loop?

Each of the four steps is connected to the other in some way, and that's because the loop isn't as simple as step one, two, three, four, repeat. Instead, the loop is repeating constantly, and steps of one loop are feeding into the steps of another simultaneously.

If that sounds too abstract, think of two dueling fighter planes where you are the pilot on one of the planes. In the exact words of Colonel: "As you're maneuvering your airplane towards the other guy and you're selecting a weapon, and you're looping or rolling or doing those things, the other guy is responding to that. He's moving his airplane in relation to you. And you know what you're doing right then? You're observing. And then orienting, and then making another decision. And when you're in a dogfight, you do that a billion times."

The pilot who goes through the Loop faster than the other guy, not the one who's flying the slightly superior plane, is the guy who wins.

An inexperienced pilot will be more aware of each of the loops, trying to complete one before moving to the other. An experienced pilot will have each of the loops working automatically, existing together and fueling each other.

It can get mind boggling in theory, but the point is to grasp each of the steps so that they become second nature. Then you can take advantage of it.

Now, there's no doubt that it's perfectly well-suited for air force or military teams who face situations like aerial dogfights and ground skirmishes.

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However, are the current day enterprise, marketplace, or organizations too complex for the theory to hold?

Maybe not- because modern leaders, in many ways, face the same problem as Boyd's fighter pilots did decades ago: they need to make decisions better and faster than the competition. Like fighter pilots, they must acquire data, turn data into insight, and then act on that insight. The difference is that modern leaders must enable entire organizations to have this capacity.

Now, how can a leader learn to move like a fighter pilot and use elements of the OODA Loop in their organization?

Here are few ways how they can:

- **Social media monitoring** is one of the key technologies for creating OODA Loops- where every clicks, downloads, and length of time spent can be tracked. These data points will enable the organization to analyze and respond quickly to what is observed in the marketplace.
- Organizations should hold **frequent town hall meetings and off-sites** at different levels (global, national, local) - where leaders (aka 'key decision makers') are accessible to the organization. While the employees ask questions, voice concerns, work in teams to present joint solutions, it will enable leaders to physically gather and share information in an open and transparent environment.
- Have an **open office layout** and/or drive a culture where **senior executives** are **more visible**. This allows employees to engage with them directly and leaders to see the action closely. We've seen this in practice already, for example: prior NYC Mayor Michael Bloomberg was known for **putting his desk right in the middle of the action** with line of sight to everything happening around him, current Facebook CEO Mark Zuckerberg also has his desk in the middle of an open office- a place where [the management structure implied by corner offices is a relic](#).

- Create an internal shared platform or forum where **senior executives can do periodic vlogs or blogs**. The content can include updates from their business units, topic of interest or anything else they want to share. The key is to **make the platform interactive where employees can engage and leaders can then respond** (i.e. like, comment, share). This more personable and informal approach helps 'humanize' leaders, engages staff, and encourages workforce to contribute content. With the comments and responses visible across the entire workforce on the intranet, even those not actively participating in the conversation initially will likely do so with time as they gain visibility of their leader.

So, there probably isn't a single right answer or a one-size fits all approach! Leaders and their workforce are diverse both culturally and organizationally- therefore what will work for one might not for the other.

Can you beat the competition to constantly **Observe** the situation, **Orient** yourself to your goals, make **Decisions** swiftly, and take effective **Action**? If so, then you will have become a modern day **#Maverick** and a **#TopGun** leader!

Here's a good and more detailed article on OODA Loop that I found interesting:
<https://fs.blog/2018/01/john-boyd-ooda-loop/>