

Thinking *Systemically* About the Message and the Audience of Strategic Communications

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Clausewitz's Famous Dictum

“War is the continuation of politics by other means.”

- *Carl von Clausewitz*

Clausewitz's Famous Dictum

“... war is simply a continuation of political intercourse, with the addition of other means. We deliberately use the phrase 'with the addition of other means' because we also want to make it clear that war in itself does not suspend political intercourse or change it into something entirely different. In essentials that intercourse continues, irrespective of the means it employs.”

Carl von Clausewitz, On War, ed. & trans. by Michael Howard and Peter Paret (Princeton, New Jersey, Princeton university Press, 1976), p. 69.

Elements of National Power

Political

Military

Informational

Economic

Infrastructure

Economic

Social

Political

Information

Military

“Wicked” Problems

Classic examples of wicked problems include economic, environmental, and political issues. Problems whose solution *require large groups of individuals to change their mindsets and behaviors* are likely to be a wicked problem.

From Wikipedia, the free encyclopedia

STRUCTURALLY COMPLEX SYSTEMS

INTERACTIVELY COMPLEX SYSTEMS



MECHANICAL
(Structurally Complex)



**ECOLOGICAL
(Interactively Complex)**

Economy (Structurally and Interactively Complex)





Potential Positions at Start of Game?

10^{128} - 10 to the Power of 128

(10^{80} - Vastly More than Atoms in the Universe)

ROBERT JERVIS

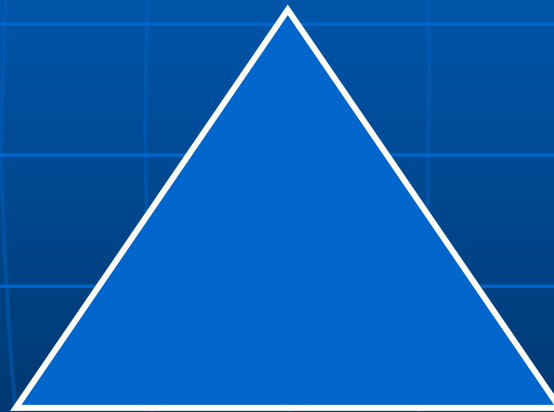
SYSTEM
EFFECTS

Complexity
in Political
and
Social Life

Clausewitz's Remarkable Trinity

Government

War's subordination
as an instrument of policy



People

Military

Primordial violence, hatred & enmity

The play of chance
& probability

Design

Designing

Planning





“Sponsor”

Architect

Engineers

Craftsmen & Artisans

Operational Design “Team”

- **“Sponsor”**
- **Architect**
- **Engineers**
- **Craftsmen & Artisans**
- **National Leadership**
- **Combatant Commander**
- **Planners**
- **Tactical Commanders**

Systemic Design

- **What is the problem?**
- **What are its character and form?**
- **How can we bound the problem?**
- **What is the logic of the problem?**
- **Can we find a counter-logic?**