

BASIC SECRETS OF THE UNIVERSE

1st - $F = MA$

2nd - $E = MC^2$

3rd - $S = K \log(w)$

now...

20 July

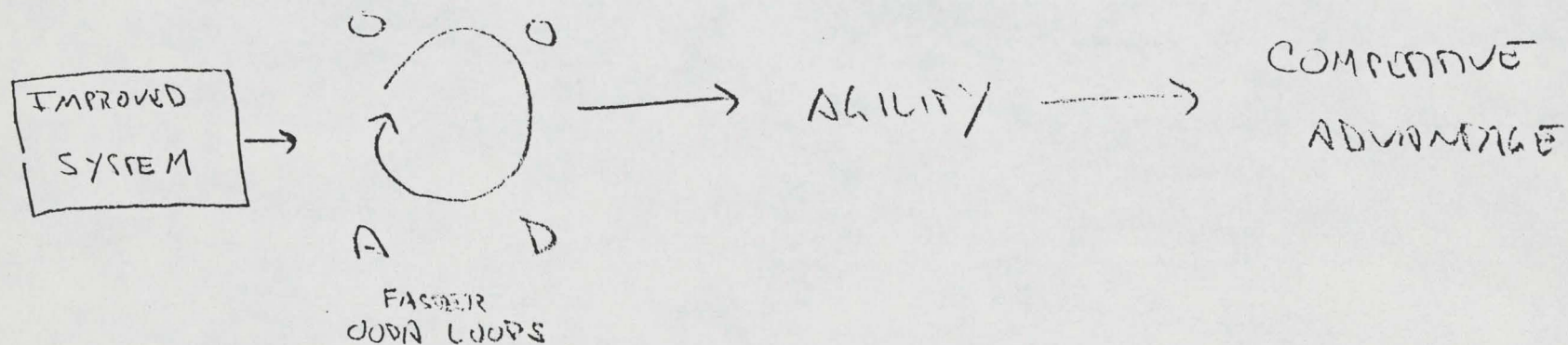
John -

I've started worrying
about the relationship between
"agility" and "quality".

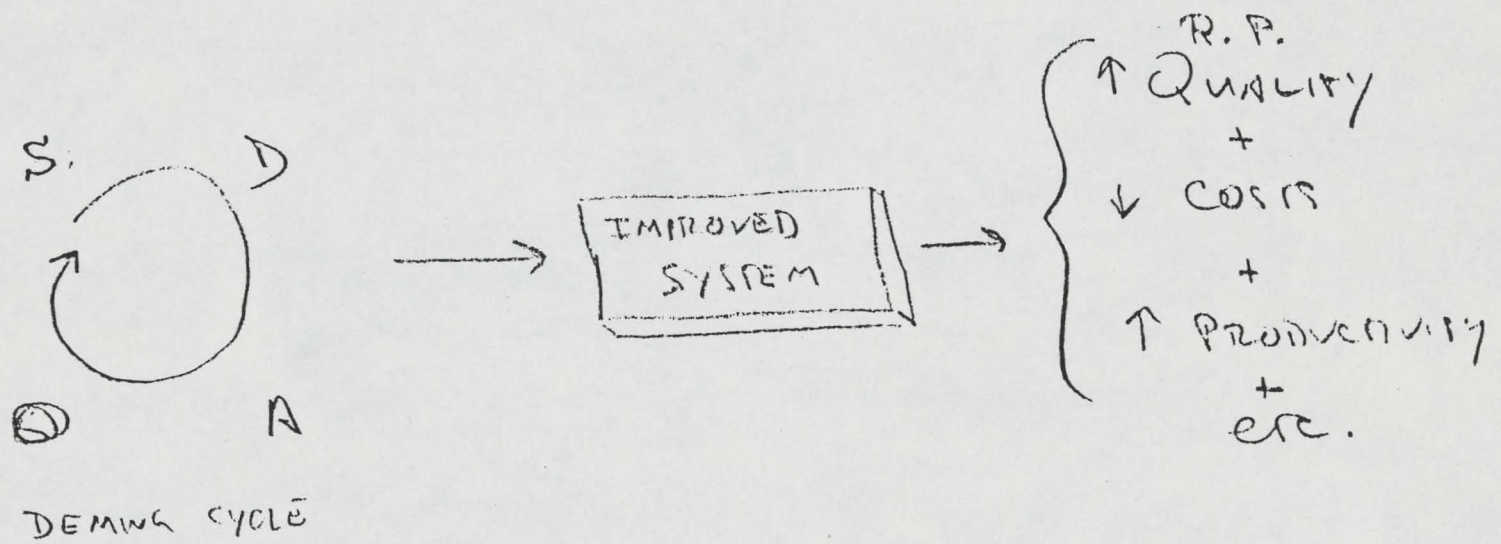
Early thoughts attached

John

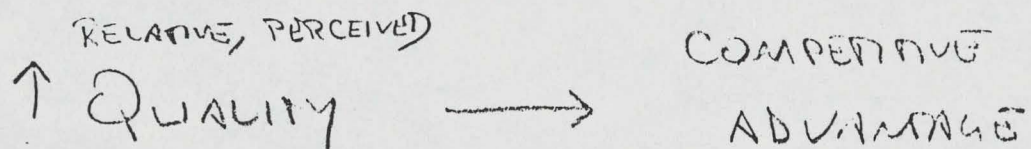
REV #1
7/7/89



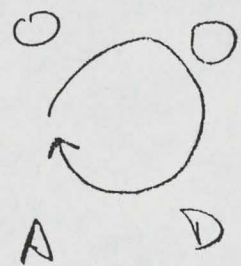
BOYD'S PARADIGM
(GREATLY SIMPLIFIED)



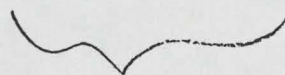
DEMING'S MAJOR THRUST



"PIMS" DATA - BUZZELL & GALE



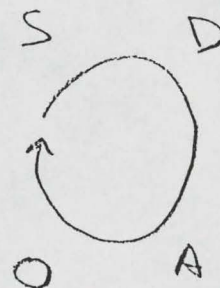
Boyd



DIRECTED
OUTSIDE

(TOWARDS COMPETITION)

≡



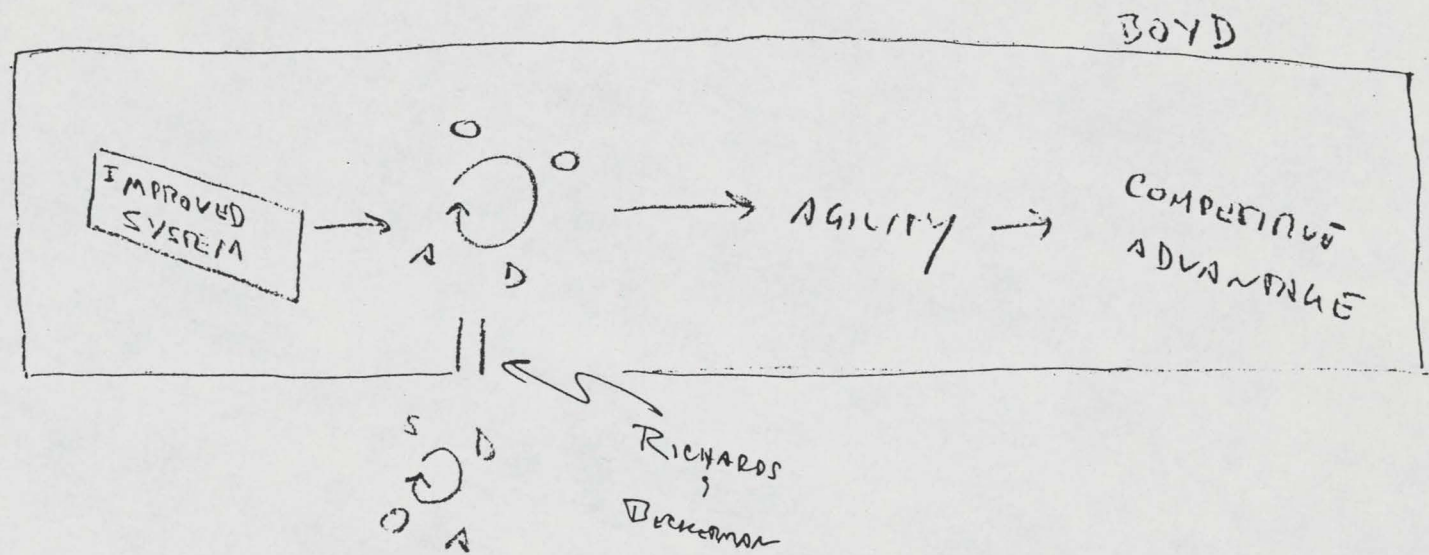
DEMING



DIRECTED
INSIDE

(TOWARDS SYSTEM)

RICHARDS / BECKERMAN OBSERVATION



SYNTHESIS - SOURCE II

BURRELL & GALE

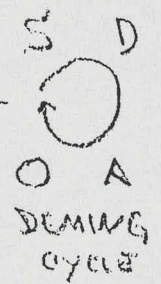
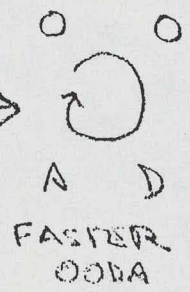
↑ QUALITY
+
↓ COSTS
+
↑ PRODUCTIVITY
+
ETC.

BOYD

COMPETITIVE
ADVANTAGE

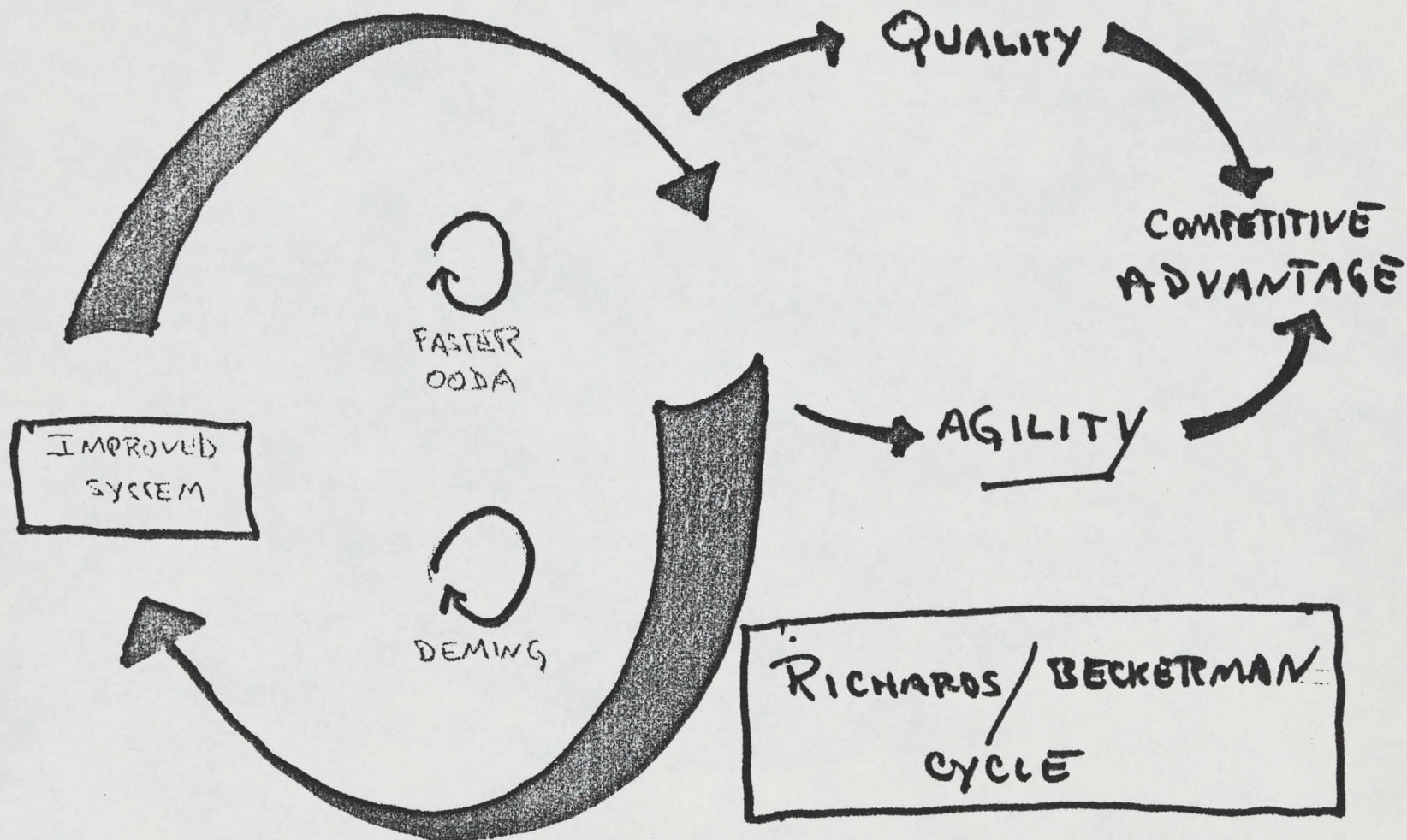
AGILITY

IMPROVED
SYSTEM



DEMING

SYNTHESIS -
STAGE II



SYNTHESIS - STAGE III

i.e. - to execute faster OODA loops,
apply the OODA loop mechanism to
the system itself.

ORGANIC SUCCESS

The ability to thrive and grow by being able to
comprehend, shape, and cope with an everchanging world
that we are part of, live in, and feed upon.

J. R. Boyd
March 1989

KEY PSYCHOSOMATIC QUALITITES
FOR ORGANIC SUCCESS

Insight

Orientation

Harmony

Agility

Initiative

J. R. Boyd
March 1989

RESULTS: CORPORATE CULTURE (IV)

"Few businesses succeed because of control. Most make it because of motivation, entrepreneurship, customer relationships, creativity, persistence, and attention to the 'softer' aspects of organization, such as values and skills." (Ohmae, "Global," 151)

"...reveal an 'obsession for control' by high-level superiors over low-level subordinates that restricts any imagination, initiative, and adaptability needed by a system to evolve the indistinct-irregular-mobile tactics that could counter the increase in weapons lethality." (Boyd, on why many battles from the American Civil War through the end of WW I resulted in bloodbaths, Patterns, 62).