

# CIS



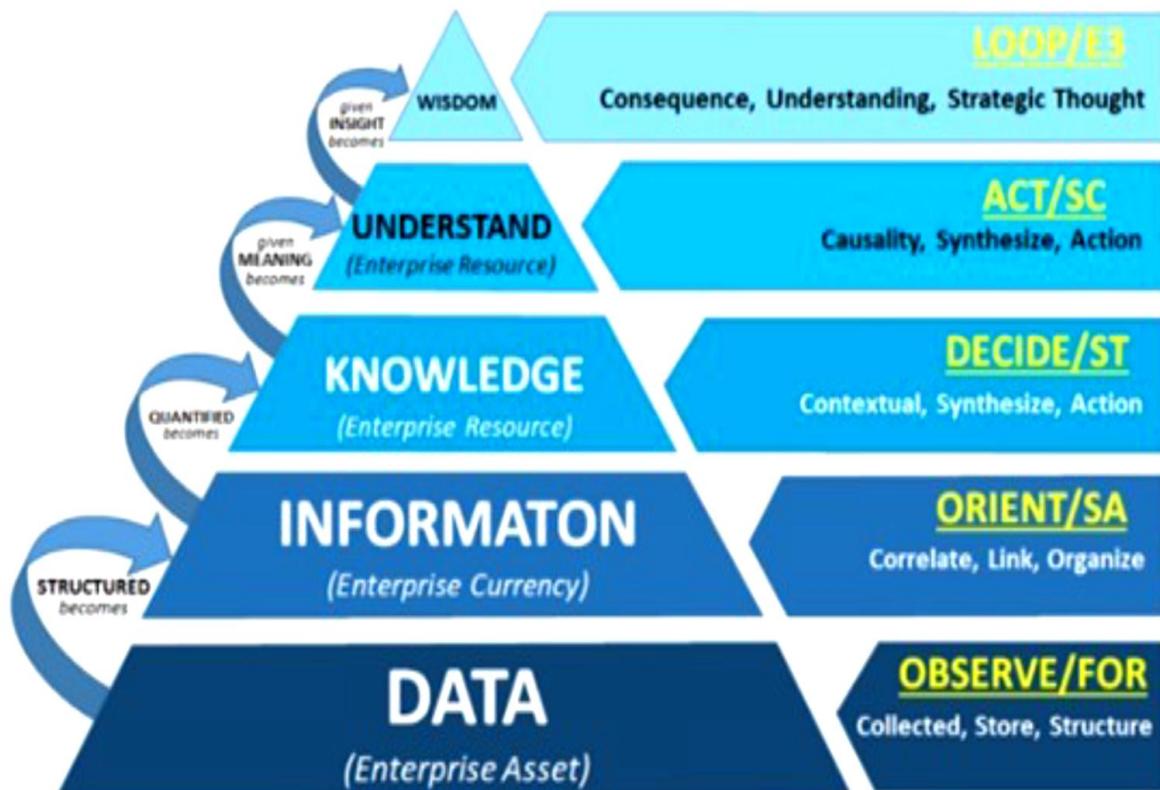
## **CREATE COGNITIVE CAPABILITIES** *By: Nevin "Mustang" Taylor* **IMPLEMENT INNOVATIVE INITIATIVES** **SYNCHRONIZE SYNERGISTIC SOLUTIONS**

Today's rapidly transforming world is applying technology to provide insights that deliver strategic competitive advantage. By leveraging data as a strategic asset, they achieve results beyond current expectations. This requires them to first organize data into information upon which to create a knowledge base that evolves their current level of understanding of how to make wise decisions. This framework serves as a model to measure actions taken against results to be achieved. Through this iterative approach they avail themselves of the opportunity to optimize their propensity to achieve their objectives. Ultimately this serves as a catalyst to transform and evolve the organization.

- **CDO:** The Chief Data Officer organizes and structures data as a strategic asset to provide the essential facts upon which to make evidence-based decisions

- **CAO:** The Chief Analytics Officer creates algorithms to apply the facts in ascribed relational information that can be aggregated to inform answers
- **CKO:** The Chief Knowledge Officer clarifies the contextual dependencies of the influences that affect the outcomes of actions taken, measured against the result to be achieved.
- **CSO:** The Chief Strategy Officer empowers understanding to identify the causality of options as related to action taken, measured against opportunities relative to the desired results to be achieved
- **CTO:** The Chief Transformation Officer evolves the requisite wisdom to verify the knowns, validate the unknowns, and venture into the unknowns in a quest to explore questions.

Adopting an iterative framework that Observes, Orients, Decides, Acts, and Loops through a model that Assesses, Characterizes, Enlightens, Empowers, and Evolves (ACE) them, they will provide a pathway to adopt, overcome, and solve even the most complex and perplexing problems. By ensuring data is visible, accessible, understandable, linked, and trustworthy (VAULT), they will unlock the vault of understanding. It is this effort that will increase veracity, awareness, linkages, and understanding to evolve (VALUE) essential to serving their organization's interests.



1. **Big Data (BD):** *Operationalizes data by producing an inventory, catalog, and dictionary to make it visible and accessible to feed a Data Driven Organization(2DO).*
2. **Analytical Information (AI):** *Apply technology to automate business processes, gain insights, and customer engagements. See AI Strategy article*
3. **Best Initiatives (BI):** *Explore strategic options that capitalize on opportunities to plan and program to achieve organizational objectives effectively.*
4. **Creative Impact (CI):** *Ascertain how to transform organizations to a desired end state. Actualize their potential to gain a competitive advantage.*
5. **Matriculation Loop (ML):** *Think big, start small, and scale quickly to take an iterative approach to evolve as a benefit of a learning environment.*

Given that data doubles every 18 months, the resulting exponential growth in mass and complexity requires technological tools to organize, structure, and apply it to cognitive processes. To ensure we can mature data into the essential information to create knowledge key to understanding, we must take a structured approach if we are to learn, evolve, and make wise choices. Thus, we have developed the EADEV system, comprising 10 modules to support the 5 functions essential to the OODA Loop Framework and the ACE model.

1. **COLLECT:** *Organize **WHAT** data is be available to discover it and make it visible – EIM*
2. **CORRELATE:** *Structure **WHERE** information can be searched and made accessible – ETL*
3. **CHARACTERIZE:** *Relate **HOW** knowledge increases awareness so it can be understood – AAF*
4. **CONTEXTUALIZE:** *Answer **WHEN** understanding is applied to the associated linkages – AAP*
5. **COGNATE:** *Depending **WHO** applies it given their perspective / paradigm / trustworthiness – DST*

6. **COST/BENEFIT:** *Context* **WHY** *the alternative impact given the statistical probabilities – DVT*
7. **CONCEPTUALIZE:** *Enlighten* **WISDOM** *as to the available options given the current potential – EFR*
8. **CAUSALITY:** *Empower* **GENIUS** *to ascertain the influences that impact available options – ESA*
9. **CONSEQUENCE:** *Evolve* **LEARNING** *the resulting outcomes given current potential – VAM*
10. **C.I.S.:** *Measure/monitor actions taken against results to be achieved - VAR*

These efforts will enable a self-synchronizing system to mature and validate data while facilitating a synergistic approach to coordinate and collaborate across the organization. This will reduce their propensity to achieve their mission objectives by ensuring a well-coordinated endeavor. Through this formal process, they will be able to become enlightened by analytical information (AI), be empowered to engage in good business initiatives (BI) through the evolutionary capacity to make choice-informed (CI) decisions with quality data. Therefore, it is suggested that they establish centers of excellence (COEs) to ensure a collaborative approach to the application of these transformational technologies. The result will assure a strategic competitive advantage.

### **1. AI COE:**

- *Automation to manage processes, policies, and procedures (3P)*
- *Analysis to ascertain the distinctions, differences, and differentials (3D)*
- *Awareness to monitor, measure, and matriculate (3M)*

### **2. BI COE:**

- *Envision strategic potential that exist in the future opportunities*
- *Plan operations possibilities given current SA of present options*
- *Program tactical probabilities informed by the FOR past observations*

### **3. CI COE:**

- *Create new capabilities by exploring the art of the possible*
- *Implement solutions by examining the science of the probable*
- *Synchronize synergistic solutions from a well-coordinated collaborative*

At the core of the 10C process are essential ingredients upon which to make evidence-based decisions. Highly functioning organizations have come to realize the importance of creating a data-driven organization (2DO). The federal government has recently put increased emphasis on the importance of leveraging data as a strategic asset. This is reflected in the National Security Strategy, H.R. 4174, P.L. 113-101, and the President's Management Objectives. These documents outline the criticality of applying AI, BI, and CI, or the ABCs of intelligence, to assure our national objectives. Ultimately, the collaborative application of our cognitive capacity is critical to our ability to create a future that serves to ensure our vital national interests.

