Super Empowered Individuals

Man?

Myth?

Does it matter?

What are the implications?

William W. Coffey
NDIA Disruptive Technology Conference
October 13-14, 2009

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Advice   Focus   Support

Overview

- Caveats

- What is it?

- What is the history?

- How will it affect us?

  - Society

  - Warfare

- How do we deal with?

Caveats

- Locate, Close with and Destroy the enemy
  - Find, Fix, Finish
- Machines don't fight wars. People do, and they use their Minds.- Col John R Boyd
- Principles of Warfare still apply
  - War is the extension of politics by other means- Clausewitz
  - If you know the enemy and know yourself you need not fear the results of a hundred battles – Sun Tzu
- Just because we want to believe it does not make it true- Unknown

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Impact of Technology

- "People always overestimate what they can do in one year and *underestimate* what they can do in 10."- William Gates Founder Microsoft

- "650k ought to be enough for anyone"- William Gates Founder Microsoft

- Overemphasis on the non-physical world is just as dangerous as ignoring it- William W. Coffey

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What is it?

- **dis·rupt–**
  - 1. to cause disorder or turmoil in
  - 2. to destroy, usually temporarily, the normal continuance or unity of
  - 3. to break apart
- **tech·nol·o·gy**
  - 1. the branch of knowledge that deals with the creation and use of technical means and their interrelation with life, society, and the environment, drawing upon such subjects as industrial arts, engineering, applied science, and pure science.
  - 2. the terminology of an art, science, etc.; technical nomenclature.
  - 3. a technological process, invention, method, or the like.
  - 4. the sum of the ways in which social groups provide themselves with the material objects of their civilization.

- What is disruptive technology? The simple answer is a technology that disrupts.
- Disruptive in Context Only

Super Empowered Individuals (Dictionary.com)

- **Super -**
  - a prefix occurring originally in loanwords from Latin, with the basic meaning "above, beyond." …More figuratively, "an individual, thing, or property that exceeds customary norms or levels" (superalloy; superconductivity; superman; superstar), "an individual or thing larger, more powerful, or with wider application than others of its kind" (supercomputer; superhighway; superpower; supertanker), "exceeding the norms or limits of a given class" (superhuman; superplastic),

- **em·pow·er –**
  - 1. to give power or authority to; authorize, esp. by legal or official means: I empowered my agent to make the deal for me. The local ordinance empowers the board of health to close unsanitary restaurants.
  - 2. to enable or permit: Wealth empowered him to live a comfortable life.

- **in·di·vid·u·al-**
  - 1. a single human being, as distinguished from a group.
  - 2. a person: a strange individual.
  - 3. a distinct, indivisible entity; a single thing, being, instance, or item.
  - 4. a group considered as a unit.

- Individuals that can "take on the world"

Humanity - Technology

Technology	Changes
• Wheel	Transportation
• Flint	Means of production
• Copper	Means of production
• Iron	Means of production
• Printing Press	Literacy, Knowledge
• Interchangeable parts	Means of production
• Internal Combustion Engine	Transportation
• Wireless Technology	Communication
• World wide web (not Internet)	Literacy, Knowledge

War- Technology and Counter

Technology

- Raiding Party
- Castle Walls
- Tanks
- Mass Formation
- Aircraft
- What we do now
- Who knows

Changes

- Walls
- Canon
- Panzer Faust
- Repeating Arms
- 3rd Dimensional fight
- Who knows
- Still figuring it out

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Societal Changes

Socio-Political

- Family
- Tribe
- City State
- Nation State
- Trans-National State
- Non-National State
- Non-State Actors

Socio-Economic

- Agricultural
  - Guilds
  - Cottage Industries
  - Limited Distribution of food
- Industrial
  - Mass Production
- Post-Industrial

"Disruptive" Technologies

Technology

- Google Earth Images
- Social Networking
- Cloud Computing
- Virtual Reality
- Biometrics
- Mash up
- Miniaturization
- Etc.

Displacement

- Library, Cartographers, surveyor
- Free Association, Assembly of individuals, face to face coordination
- Mainframes
- Etc.

Impact on Society

General Impact

- Means of production
  - Decentralization
    - Less Authoritarian?
    - Privatization?
  - More Transient
  - Shrink
- Defense industrial base
  - Knowledge Revolutionary Idea
- DIME

Developing World

- Globalization
  - Sat TV
  - Wireless Comms
  - Movement
- Migration
  - Emigration
  - Immigration

Impact on Warfare

- **M**ass
- **O**bjective
- **O**ffensive
- **S**ecurity
- **E**conomy of Force
- **M**aneuver
- **U**nity of Command
- **S**urprise
- **S**implicity

- Enemy is now super empowered individuals
  - Operating on behalf of…….

How to deal with it?

- Judo
- Think
- Move
- Communicate
- Multi-level capability
- Enable action
- Encourage action

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How will it affect us?

- Change Attitudes

- Change Capabilities

- Change in responsibilities

- DOTMLPF

Questions?

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