WHY DON’T WE WIN MORE WARS?

Forget what you know—wars of the future will look nothing like the past.

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The New Rules of War
Why don’t we win more wars?
"Americans play to win all of the time. That’s why Americans have never lost nor will ever lose a war, for the very idea of losing is hateful to an American."

George S. Patton's speech to troops before D-Day
Not a Democrat versus Republican problem
Not a White House versus Congress problem
Not only a US problem
Has the “West” forgotten how to win war?
So what’s the problem?

We have the best troops, training, technology, equipment, and resources
Answer #1: Double down on core strengths

“Insanity is doing the same thing over and over again and expecting different results.”
Answer #2: **Denial**

Did you achieve the objectives you set at the beginning? If not, then you can't claim victory.
Answer #3: Faith in International Law

Kindhearted solutions to war just get more people killed.
Answer #4: War Is Unknowable, So Why Try?

It's unknowable to some.
We lose because of Strategic Atrophy
“Generals always fight the last [successful] war.”

This truism happens to be true
WWII remains our Strategic Paradigm
Most think the future of war is WW2 with better technology
Rule 1: Conventional War is Dead
Nothing is more unconventional than “Conventional War”
No wonder we struggle.
What are today’s biggest threats?
While these threats are bad, they are not the worst.
Durable Disorder

An emerging global system that contains rather than solves problems

A systemic threat

Not new

World will not collapse in anarchy but simmer in perpetual conflict and entropy
Disturbing Facts

- 50% of peace agreements fail in 5 years
- Majority of countries are “fragile” or “failed”
- Number of armed conflicts has doubled since WWII
- Half the world’s countries are experiencing some form of armed conflict
- Armed conflicts today rarely end but smolder in “Forever Wars”
- The “rules-based order” is being replaced by something more organic and wild
Those who grasp durable disorder can win

Those who do not will lose

U.S. Foreign Policy?
New kind of world order

New kind of warfare
Why does everyone assume a war with China or Russia will be conventional?
Are we already at war with Russia and/or China?
War is getting **Sneakier**
Victory will belong to the **cunning** not the strong
War has moved on

and we must move on too
Even an undefeated military can lose a war
We must learn how to **win** in an age of **durable disorder**
Rule 1: Conventional War is Dead
Rule 2: Technology Will Not Save Us
Rule 3: There Is No Such Thing as War or Peace
Rule 4: Hearts and Minds Do Not Matter
Rule 5: The Best Weapons Do Not Fire Bullets
Rule 6: Mercenaries Will Return
Rule 7: New Types of World Powers Will Rule
Rule 8: There Will Be Wars Without States
Rule 9: Shadow Wars Will Dominate
Rule 10: Victory is Fungible