

# Low Probability High Consequence

*When future low probability, high consequence events strike, how will we prepare, learn and change the consequences to our advantage?*

Joanie Myers

**STRATEGIC**LINK

PARTNERS

How are YOU  
using the crisis  
to shape the  
future for  
success?

COVID Crisis...

How do YOU define what  
success looks like?

How does your  
organization define what  
success looks like?

What is your  
“framework?”

How are YOUR behaviors  
impacted, shaped,  
improved?



COVID Crisis...

Not there yet?

Let's change the question...

What if your life depended on YOUR behaviors?

What if your child, partners, spouse or mom's  
life depended on YOUR behaviors?

What if your behavior impacts success?

What if the  
COVID Crisis is a  
precursor?

COVID Crisis...

Does that notion  
change your  
thinking?

Does that notion  
change YOUR  
behaviors?



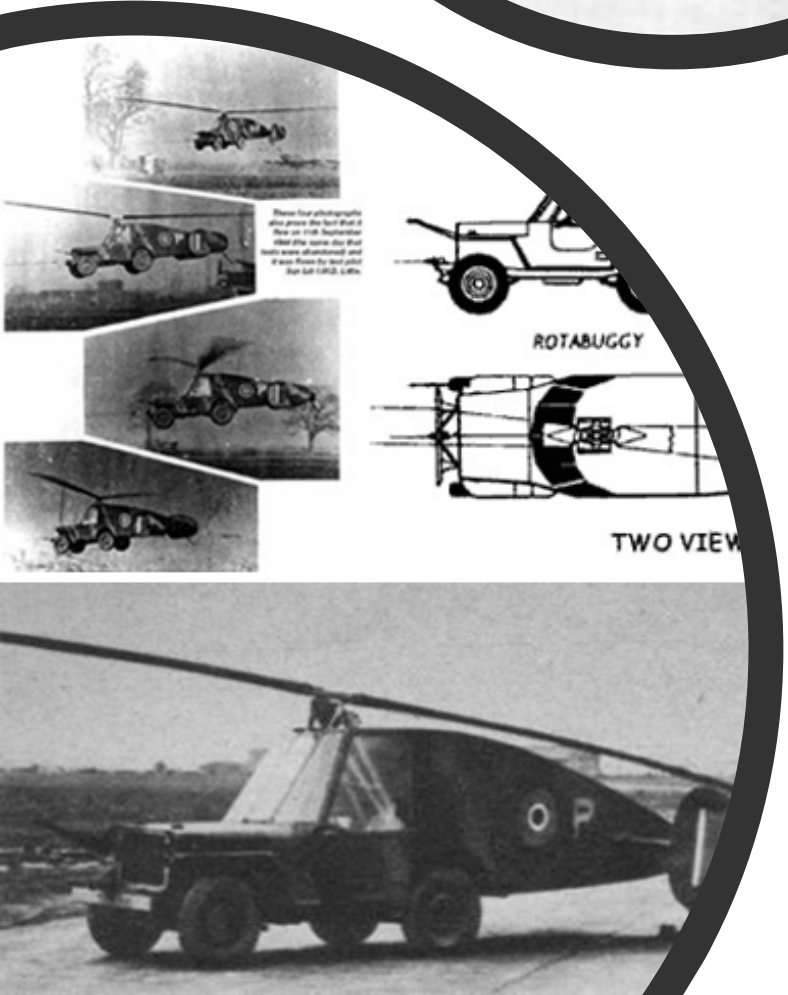
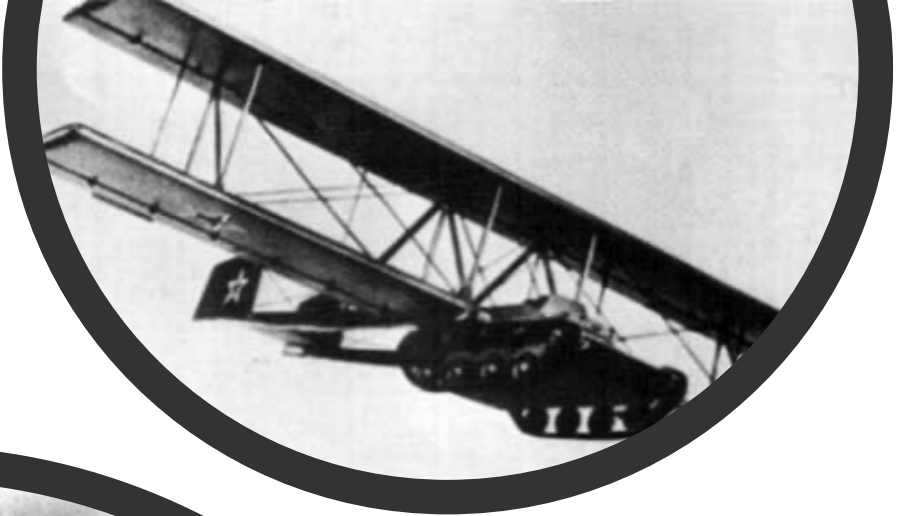
COVID Crisis...

What if what you have learned  
thus far in the COVID Crisis  
picks a fight with  
the status quo?

Innovation lives in the challenge environment.

The creative approach may solve a problem.

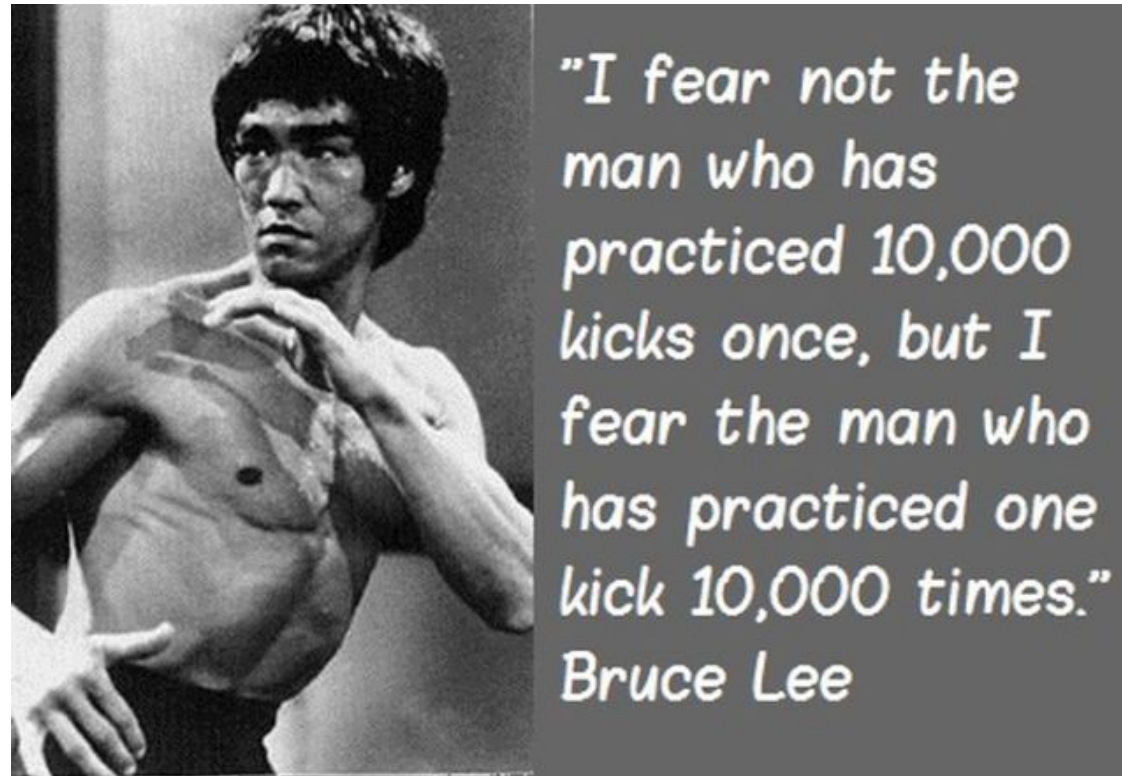
What role does creativity play in the COVID Crisis?  
How has creativity shaped your behaviors?



Imagination?  
Innovation?



Imagination is only useful if you have a nimble framework that you can practice, that constantly improves and rallies ALL around the quest for excellence



# Imagination? COVID Crisis? Important?

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The 9/11 Commission Report  
July 2004

**The most important failure was one of imagination.** We do not believe leaders understood the gravity of the threat. The terrorist danger from Bin Ladin and al Qaeda was not a major topic for policy debate among the public, the media, or in the Congress. Indeed, it barely came up during the 2000 presidential campaign.

The Kill Chain  
Christian Brose 2020

“The problem is not the lack of money, lack of technology, and certainly not lack of capable and committed people in the US government, military and private industry. No, **the real problem is a lack of imagination.**”

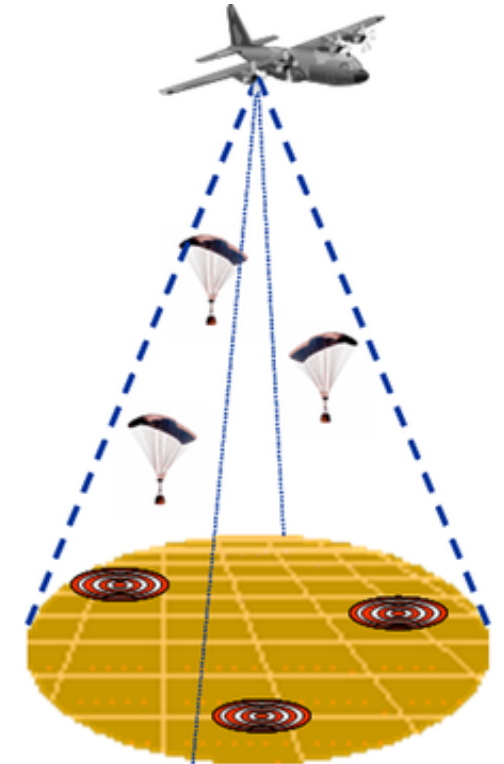
“I am writing this book because I believe the only way the US can take advantage of this opportunity to **reimagine our national defense** is if more Americans better understand the issues related to emerging technologies and the future of warfare.”



# Example of Embracing the Challenge Environment

## SOF Precision Air Drop

SHOOT - MOVE - COMMUNICATE





DARING DETERMINATION - PRECISION LETHALITY - AGILE CREATIVITY

# Example of Embracing the Challenge Environment USASOC ~ COVID-19

DETERMINATION - LETHALITY - CREATIVITY



Lean into the challenge  
the environment  
presented.



THINKING  
LEARNING  
SOLVING



# USASOC COVID-19

LT GEN BEAUDETTE



DARING DETERMINATION

PRECISION LETHALITY

AGILE CREATIVITY

THINKING  
LEARNING  
SOLVING



Proven, distributive, exceptional capability – any time, any where... Pervasive adoption, adaptation and embracement of the digital domain... Increased productivity, efficiency, change, creative approaches, evolve thinking...

How do we use our thinking, learning and solving from this challenge environment to our advantage?



# HOMework

SHOOT - MOVE - COMMUNICATE

DARING DETERMINATION - PRECISION LETHALITY - AGILE CREATIVITY

THINK - LISTEN - SOLVE

WHAT IS YOUR FRAMEWORK?

If I had asked people what they wanted,  
they would have said faster horses.

**Henry Ford**

We did it - Disneyland, in the knowledge that most of  
the people I talked to thought it would be a financial  
disaster - closed and forgotten within the first year.

**Walt Disney**







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