Because of the greatness of our city the fruits of the whole earth flow in upon us. Thucydides speaking on Athens, from the funeral Oration of Pericles.

But this ain't about cities… this is about communities.

2 things we’ll refrain from saying…

– “We need to share intelligence better”
– “Whole-of-government-approach”
Communities are very complex organisms

My intent...
1. Say something clever – hold your attention
2. Incite thought and discussion
3. Get full credit for participating in the conference

• 7 characteristics of resilient communities
• 5 things we need to be effective
5 Elements that constitute a community

• People
• Infrastructure
• Economic catalyst
• Political-economic interdependence
• Social interdependence

7 characteristics of resilient communities

• Disaster preparedness and survival resources
• Expectations (hope)
• Social cohesion (respect, trust, commitment)
• Personal investment
• Information
• Tensile-strong infrastructure...something left to start with
• Global connectivity (he ain’t heavy....)

Understand the environment
Make smart and timely decisions

• Understand my environment
• Make smart decisions
• An enterprise of action-figures
• Employ relevant resources
• More verbs than nouns (action – Royal Bank of Scotland)

Soft Power Tools to do what...?
• 51% world population
• 36 nations encompassing about half the earth's surface
• 3,000 languages
• World's six largest armed forces (China, Russia, U.S., India, North Korea, South Korea)
• World's three largest economies (U.S., Japan, China)
• Source of about one-third of U.S. trade
• 15 time zones
• Most of the world's Muslims

Understand the environment

Informed Dictionary

Aware Great American Novel
eHarmony does the matching for you based on 29 Dimensions TM of personality that are scientifically-based predictors of long-term relationship success.

I threw a penny to find out if I might love.

William Butler Yates

1910

afghanistan

indonesia

eastern kenya

Soft Power Tools must enable us to address the complexity of communities.

Observe
Orient
Decide
Act

“...I threw a penny to find out if I might love.”

tangible

intangible

Operational acupuncture

Make smart and timely decisions

Operational acupuncture
everything, everywhere matters all the time…
It is all about the humans. And it is our ability to understand them in their local environment within an increasingly global context that enables us to make smart and timely decisions about cultivating resiliency and advancing the human condition.
Our last Cold Start
0846 on 11 September 2001 was essentially our ‘cold start’ in the War on Terror. The American people will not tolerate another one. The overall finding of the 9-11 Commission was that our primary vulnerability was created by a failure of imagination. The speed and power of our ideas will now be our principal strength.

SOJ3 Planning Guidance
Be audacious and creative in planning
Solve the problem as soon and from as far away as possible
Think & plan outward from a potential event–backward / forward–across space and time.
Disaggregate the problem and identify opportunities
Continuously multiply our options and network our effects
Cheat the enemy at every opportunity and cede them no advantage
Shape enemy behavior to make them more targetable
Shape the environment to make US interests less vulnerable
Exploit our capacity to Out-think, Out-decide and Out-network the enemy
Consider our imagination now as our primary force multiplier

Always remember:
The American people expect us to be tough
They expect us to be good at our job
They expect us to serve with Honor

CAPT R V Gusentine, USN
Director for Operations
Special Operations Command Pacific
“The first three socio-economic revolutions were all based on things – the plow for the agrarian revolution, the motor for the industrial revolution and the computer for the information revolution. Perhaps the time has come for the world to consider a fourth revolution, aimed no longer at objects but at understanding the most precious resource on earth – ourselves.”

Dr. Michael Dertouzos, MIT