



IMPACT

Chris Ferguson, President
28 APR 2014



"In the future, social networking sites similar to Facebook, Twitter, and LinkedIn may provide additional capability to share lessons if they can be adapted to the requirements of an existing LL program. Finally, it is imperative that all LL organizations within a common community be linked to facilitate the flow and rapid exchange of information."

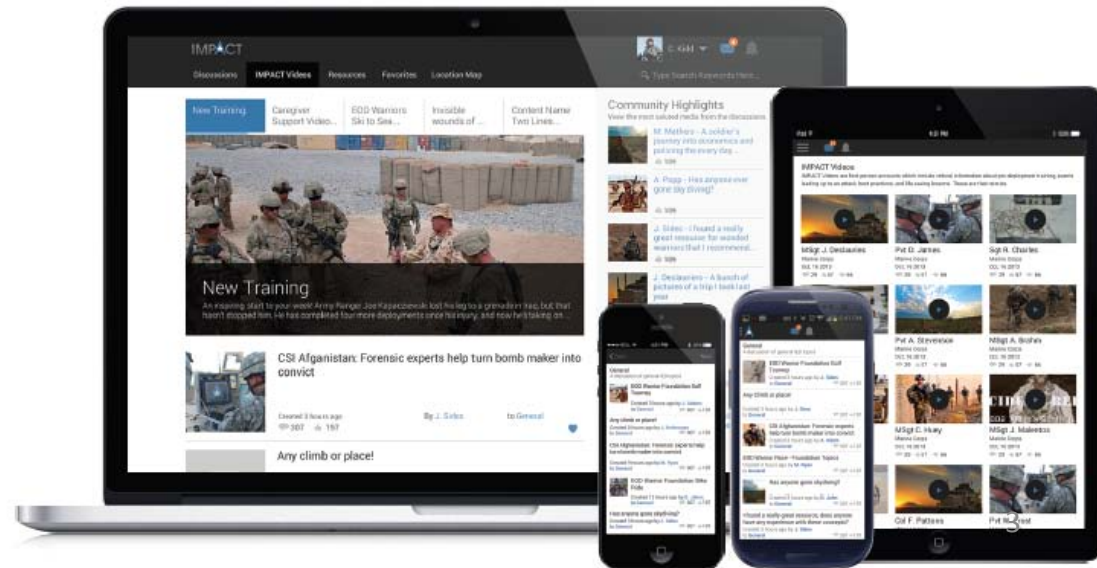
- U.S. Army CALL Handbook



Agenda



- What is IMPACT?
- Video Work and Trends
- Enhancements
- Leadership Case Studies
- What's Next?







What is IED IMPACT?



- **What:** A password protected multi-platform collaborative network designed with the service member in mind.
 - Provides tool for the collection and sharing of unclassified (FOUO) operational observations within a common community of interest.
 - Enables rapid exchange of information and collaborative problem solving
 - Provides the warfighter with a mobile, immersive, video based social platform for LL - moving beyond traditional textual reports
 - Crowd sourced content
 - Searchable by service, user name, key word, etc.
 - Professionally produced content from first person interviews describing operations, lessons learned, exercises and training experiences.
 - Admin generated content
 - 1st person interviews of actions leading up to an IED attack; critical information on training and events leading to incident
 - News Articles
 - Community Events
- **Who:** U.S. Military C-IED professionals (Active, Reserve, and Retired)



IMPACT Videos



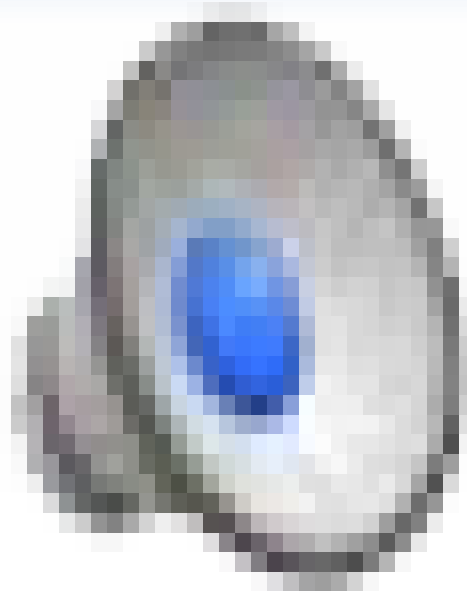
- 54 videos published to date
- Format
 - First person incident videos
 - Individual background story of incident
 - Chapterized observations to maximize information flow
- Operational Observations captured for trending and analysis
 - Qualitative analysis performed from transcript of completed videos
 - Key phrases and lessons culled from transcripts to determine trends by service



Trend Analysis



- C-IED Equipment
 - Recommendations centered on use of existing technology rather than recommendations for new technology
 - New equipment from JIEDDO fielded on deployment was not intuitive, easy to learn, nor accompanied by an FSR.
 - Operators recommended not only using the detector at all times, but being extremely proficient in its use and familiar with idiosyncrasies.
- Training
 - Interviewees were called upon to develop sample IED boards, AO specific training lanes, and teach others the proper use of the metal detector.
 - Train extensively before and during deployment to keep up with trends and technology.
 - Interviewees from both the Marine Corps and the Air Force emphasized the need for more AO specific and realistic drills during pre-deployment training.
- Leadership
 - Team Leaders not explicitly taught how to properly convey risk assessment and other recommendations to maneuver commanders in an IED environment.
 - Recognized their responsibility to create a strong working relationship with their supported unit that engenders trust and enables effective mission execution.





Discussions Page



- Peer-to-Peer
 - Post questions, new ideas, innovations
 - Comment on others' posts, reply to comments in a single thread
 - Interact with professionals on a global scale
- Directed Conversations
 - Discussion categories allow you to focus posts and easily find interests





Feature Enhancements



- Design
 - Redesign of site reduces long term cost of ownership
 - Increased metric capture
- Information capture/sharing
 - Increase specific collaboration through categorized discussions
 - Leadership Case Studies
 - Include comparative analysis of videos in Resource tab
- Responsive to User feedback
 - Private messaging tools
 - More control over posts
 - Tagging other users
 - Advanced search mechanisms



Leadership Case Studies



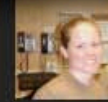
- Highly scalable
- In depth, 360 view of a single incident
 - Not an investigative report
 - No blame placed
- Two to date
 - Small Unit Leadership as understood by the Congruence Model
 - RC-S IED event May 2013
- Developed to inspire leadership discussions at the tactical level, but can be utilized at the operational level
 - Discussion questions challenge Users to answer how they might respond to certain scenarios
 - Case Study can be led by mid-grade Officer/NCO or explored as an individual
- Integrated with IMPACT
 - Questions at the end of each chapter open a Discussion post in IMPACT
 - Users are able to interact with others in their unit or across units and services



Leadership Case Studies



IMPACT



S. Olsen



- Home
- Discussions
- IMPACT Videos
- Case Studies**
- Resources
- Favorites
- Map

Type Search Keywords Here...



- < Background
- Pre-deployment and Early Deployment
- Changes
- 14 May 2013 IED Incident
- Initial Operations >

Chapter Contents:

Intro

Intro

Kandahar Province

Zhari District

Kilewal

Area Images

Discussion

References

In the afternoon of 14 May 2013, the world of Alpha Company (3rd Battalion, 41st Infantry Regiment, 1st Brigade Combat Team, 1st Armored Division) went from normal, to bad, to unimaginable in less than an hour. The tragedy would continue over the next several days. It started with 2nd Platoon moving out to look into suspicious behavior — possibly Taliban insurgents planting IEDs — seen on overhead imagery and ending with a complex recovery operation days later. Four soldiers died, several sustained significant injuries, to include three soldiers who would each lose both legs.

Contributors



Brief bios of the eight individuals who contributed to videos contained in this case study. A full list of contributors can be found in the Lessons Learned Chapter.







What's Next for IMPACT?



IMPACT will be the go-to mobile source for collaborative Counter-IED training

- Army adoption
 - CALL is considering IMPACT as a tool to propagate informal operational observations as well as formal, vetted lessons learned
- Navy evaluation
 - NECC/NSEOD are considering sponsoring a pilot Operational Observations program that more directly integrates specific training requirements
- SOCOM adaptation
 - Care Coalition is currently testing Team Room, a fork of IMPACT, that allows users to share C-IED lessons learned, but also has permissioned areas for Caregivers and Wounded Warriors to share stories of recovery, reintegration, and transition
 - Pilot contract in place through Sept 2015



Get signed up today
Adam Popp (EOD, TSgt, USAF, Ret)
