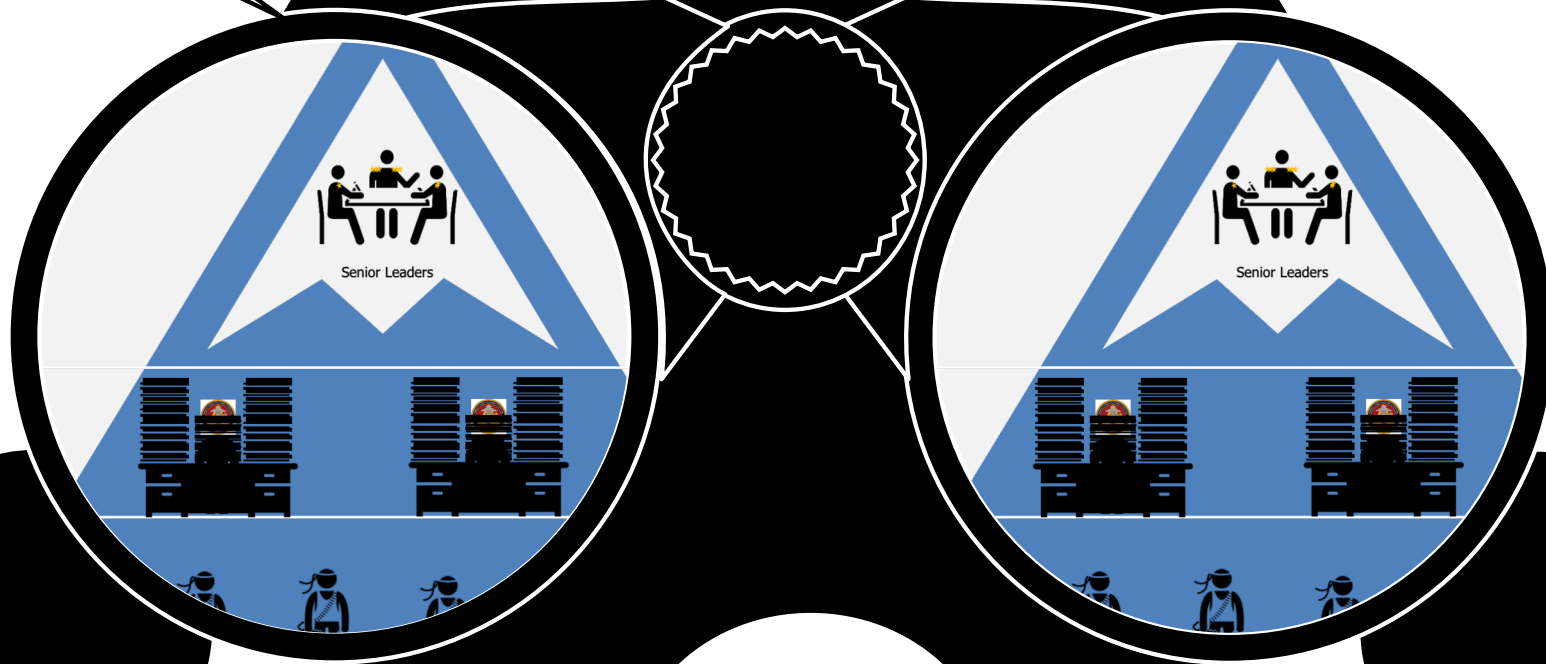


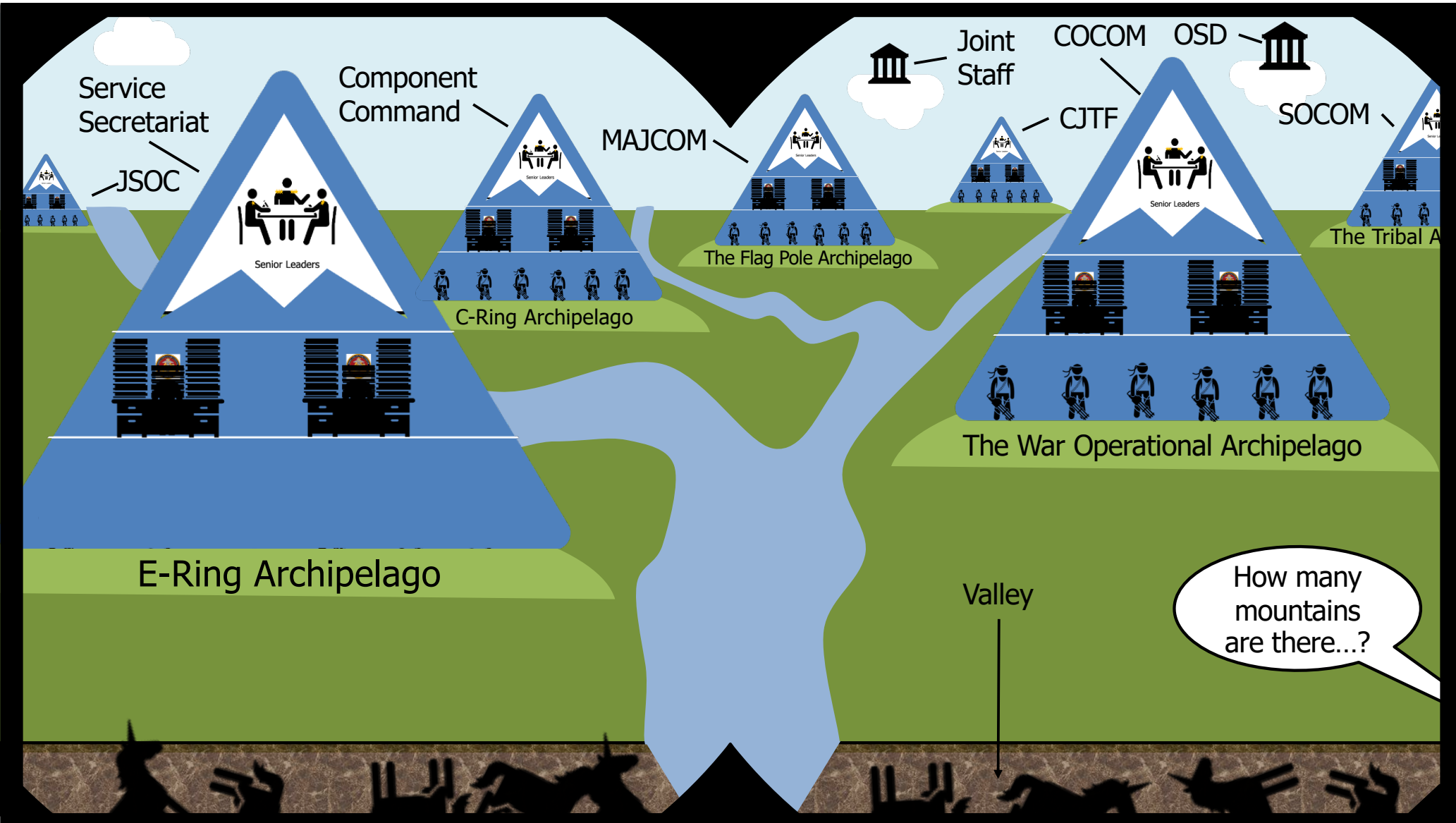
**UNDERSTAND YOUR CUSTOMER**

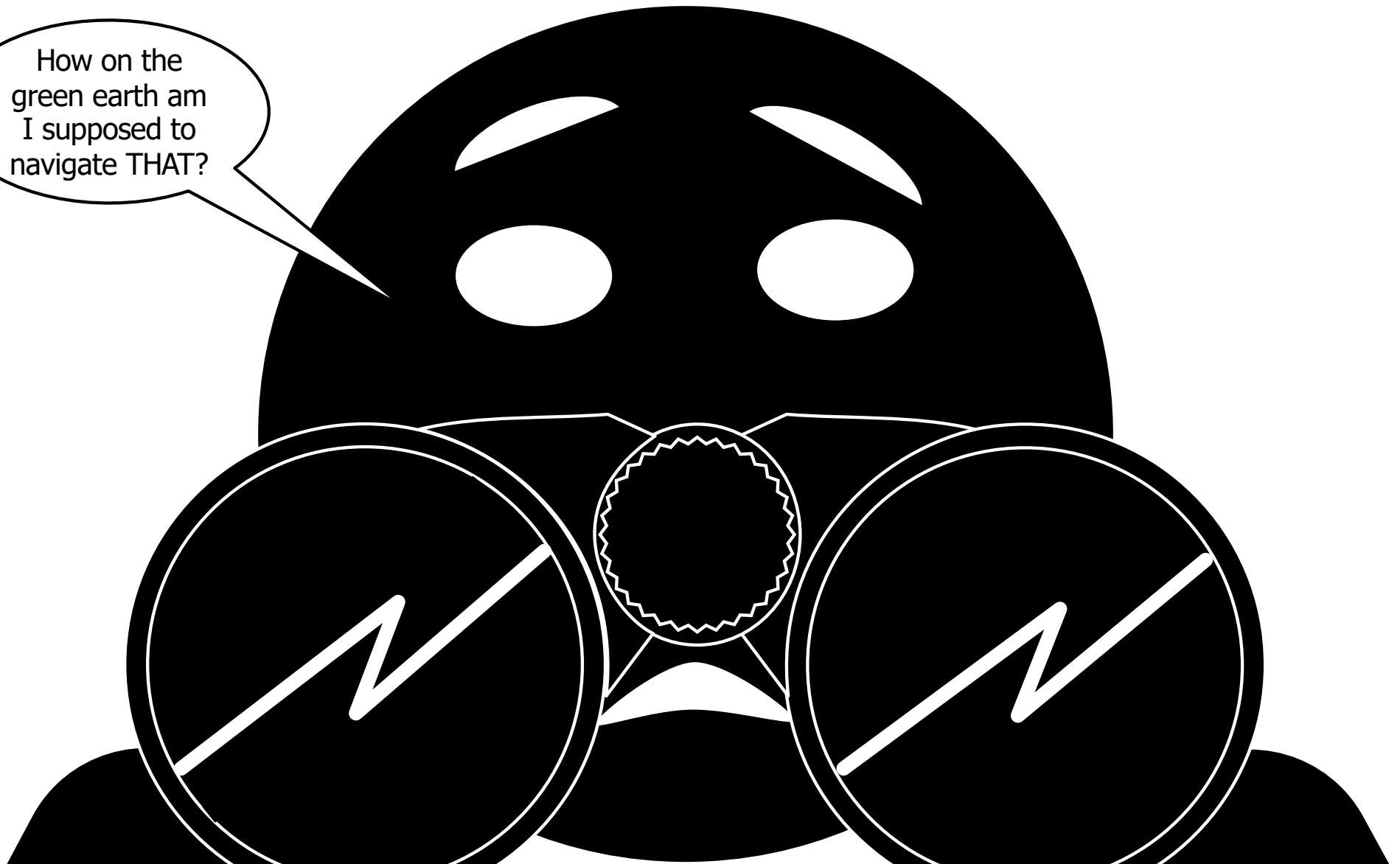




What the  
fu...

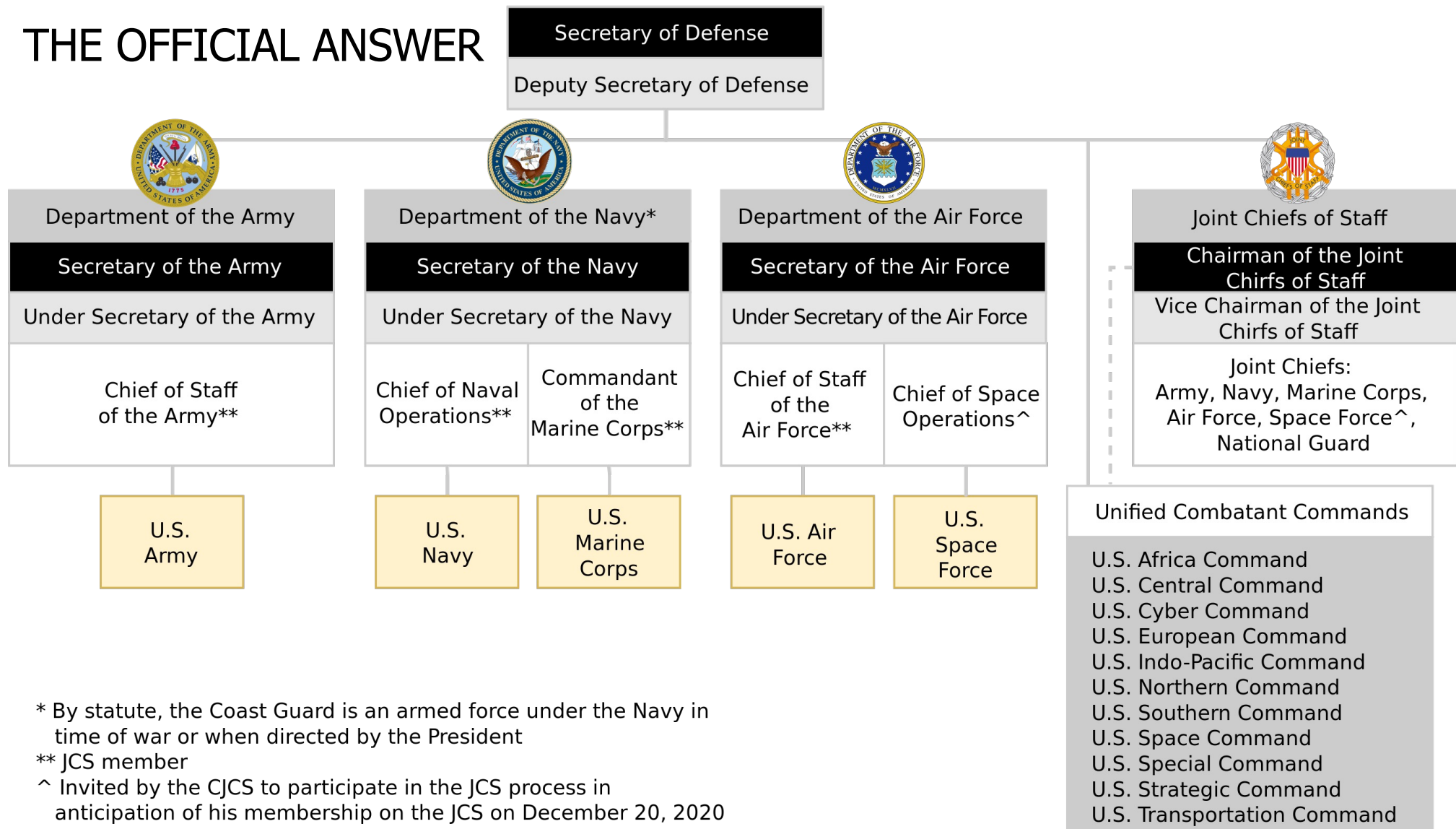






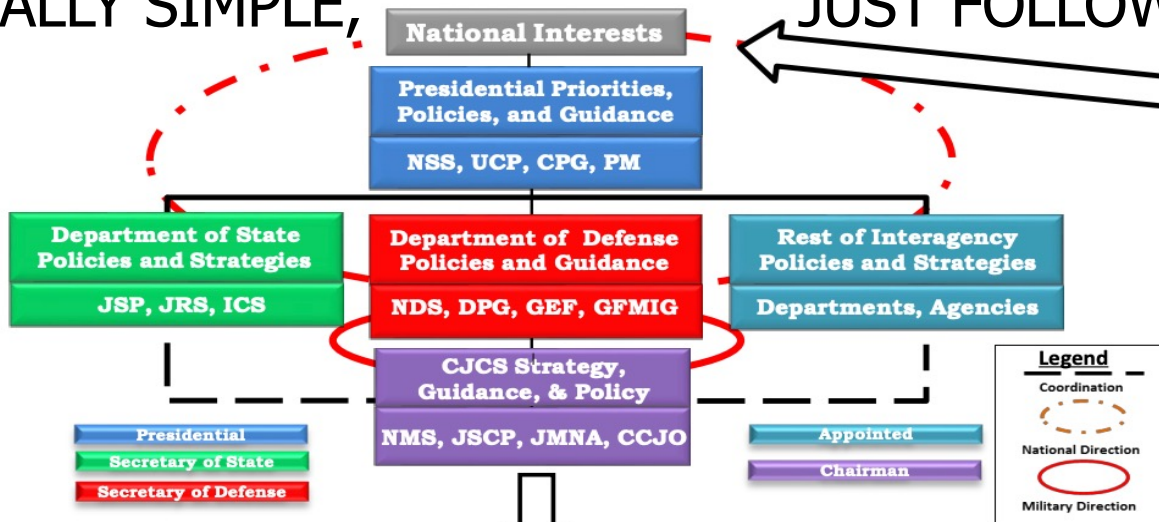


# THE OFFICIAL ANSWER

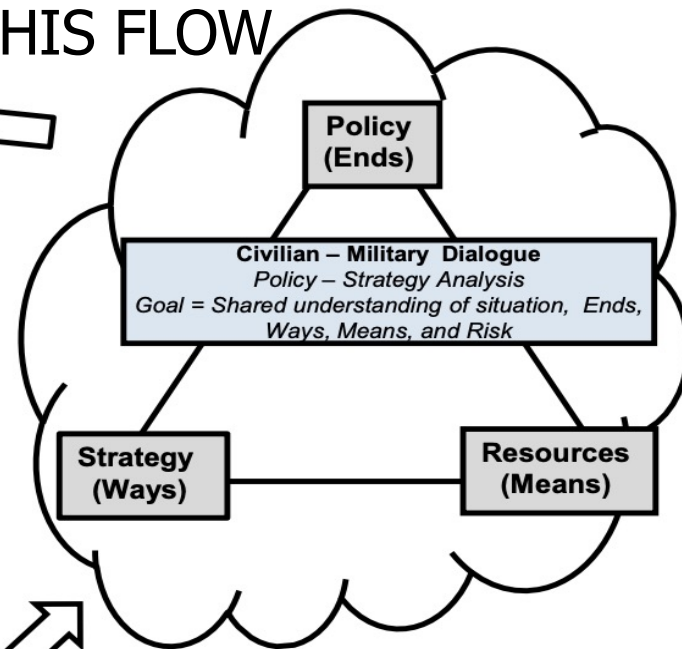
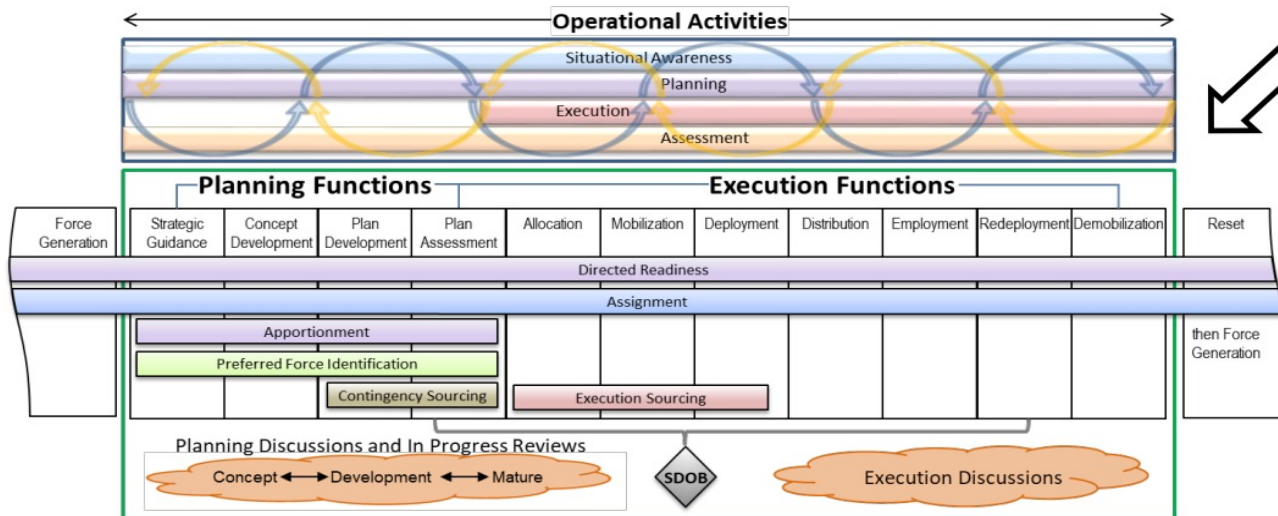


REALLY SIMPLE,

JUST FOLLOW THIS FLOW



### Military Planning and Execution Process



CCJO – Capstone Concept for Joint Operations  
CPG – Contingency Planning Guidance  
DPG – Defense Planning Guidance  
GFMIG – Global Force Management Implementation Guidance  
ICS – Integrated Country Strategy  
IPR – In Progress Review  
JMNA – Joint Military Net Assessment  
JRS – Joint Regional Strategies  
JSCP – Joint Strategic Campaign Plan  
JSP – Joint Strategic Plan  
NDS – National Defense Strategy  
NMS – National Military Strategy  
NSS – National Security Strategy  
PM – Presidential Memorandums  
SDOB – Secretary of Defense Orders Book  
UCP – Unified Command Plan

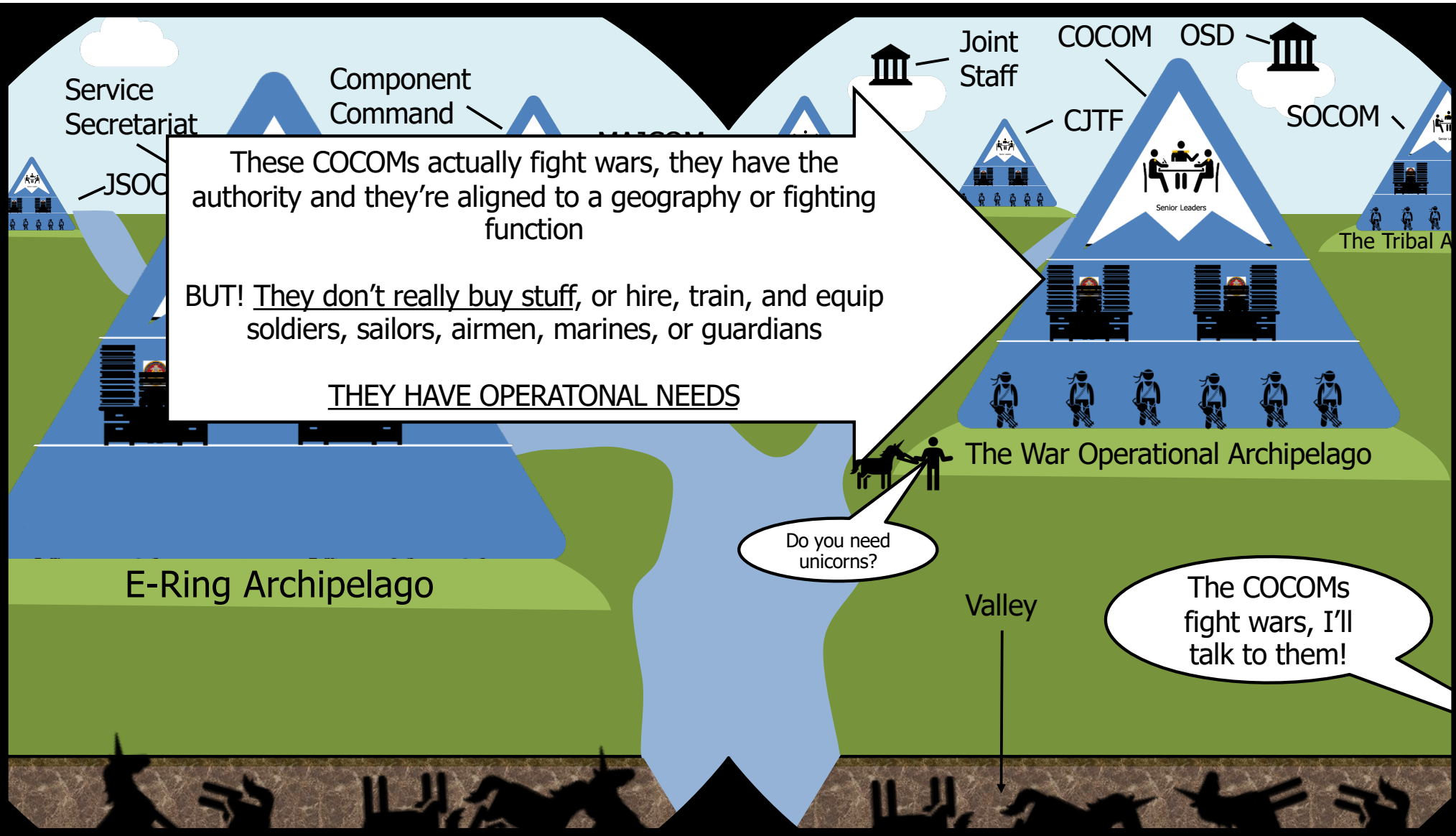
These COCOMs actually fight wars, they have the authority and they're aligned to a geography or fighting function

BUT! They don't really buy stuff, or hire, train, and equip soldiers, sailors, airmen, marines, or guardians

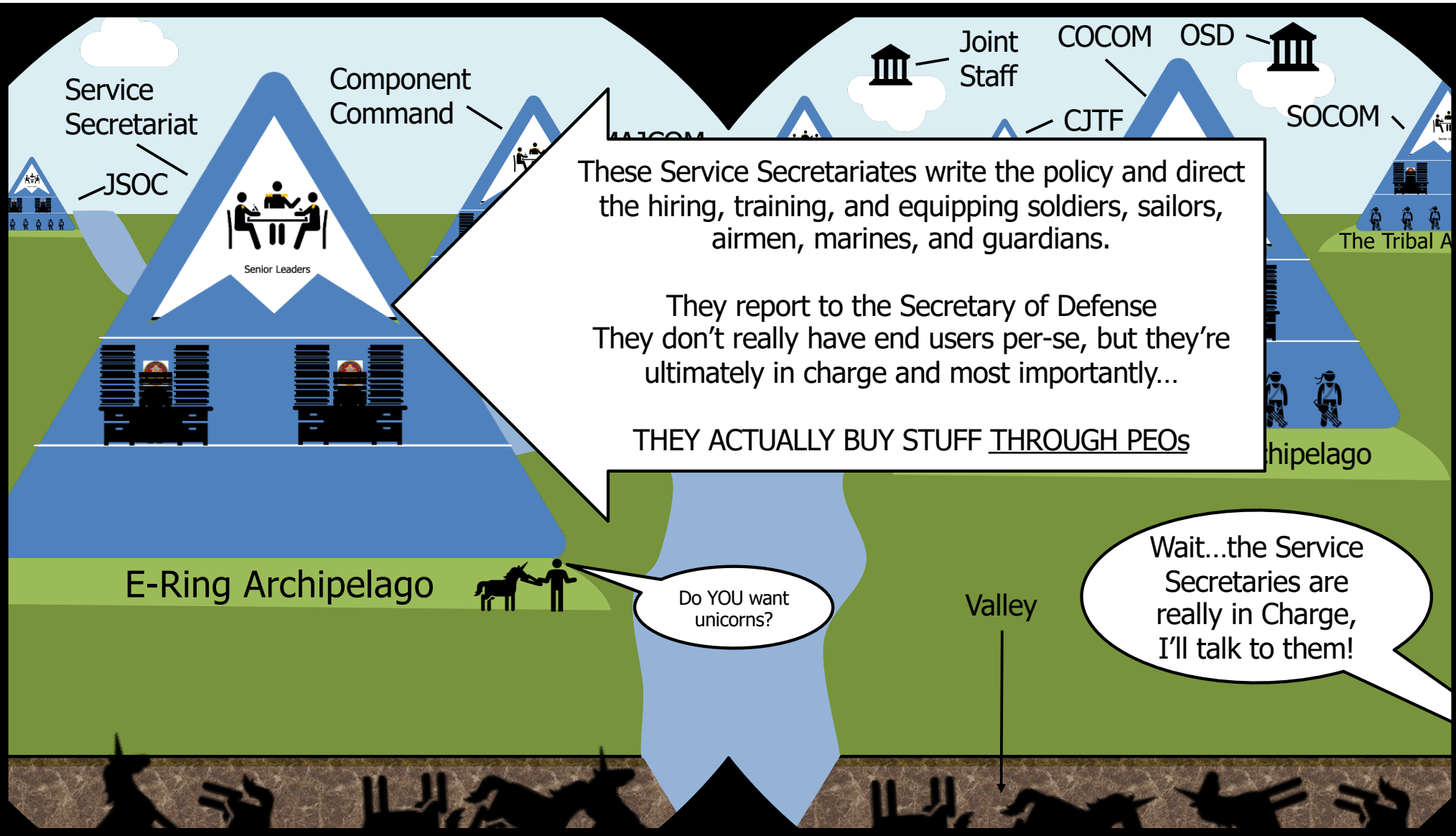
THEY HAVE OPERATONAL NEEDS

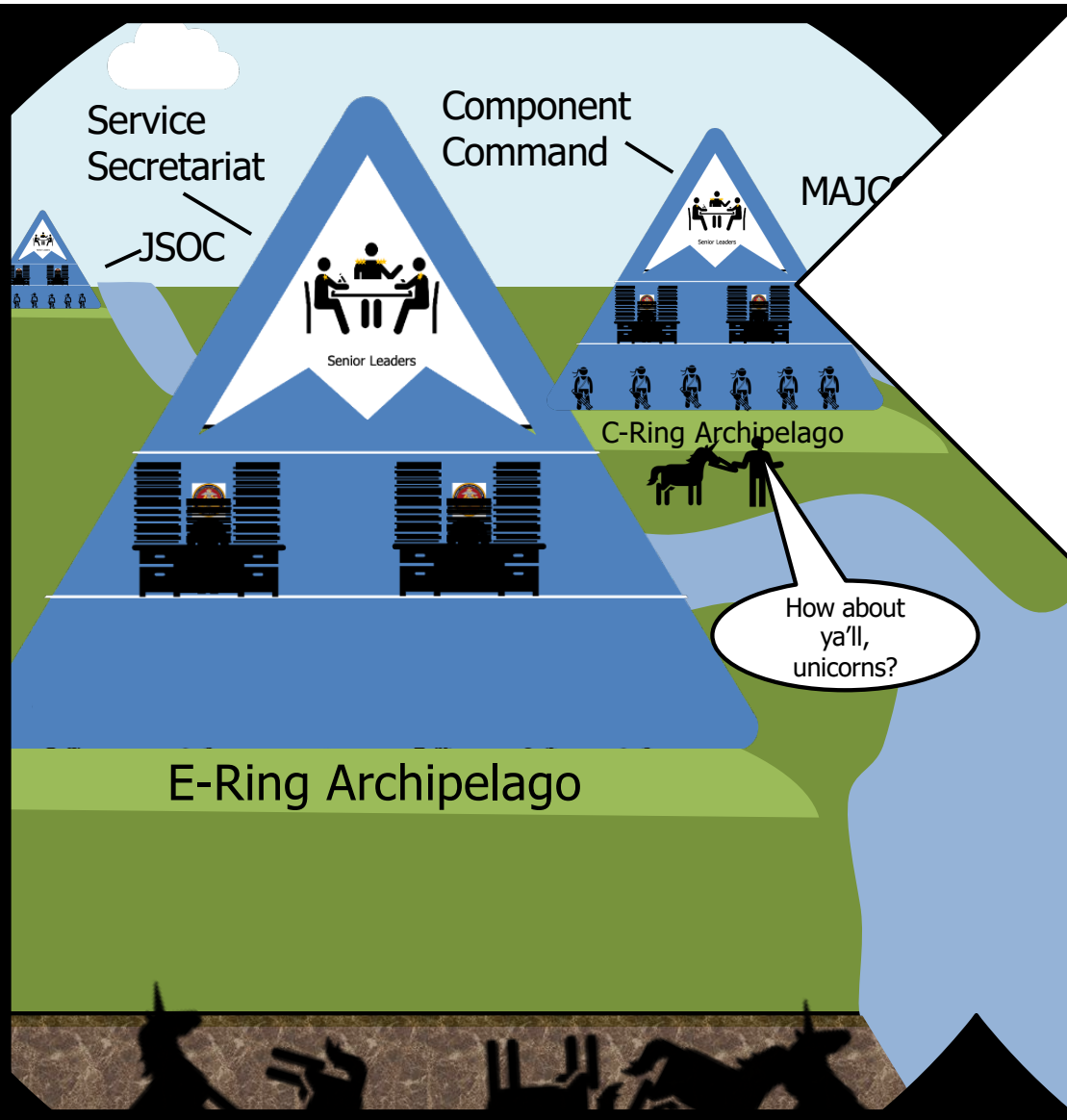
Do you need unicorns?

The COCOMs fight wars, I'll talk to them!









These Service Components (The Army, The Navy, The Air Force, The Marine Corps, The Space Force) manage the hiring, training, and equipping soldiers, sailors, airmen, marines, and guardians.

They fall under their respective Service Chief of staff, which work for the respective Service Secretaries and are organized into numbered staff division 1-9 codes

(Navy: N1-N9; Army/USMC: G1-9; Airforce A1-9; Space Force S1-9)

THEY VALIDATE/PRIORITIVE REQUIREMNTS

The War Operational Archipelago

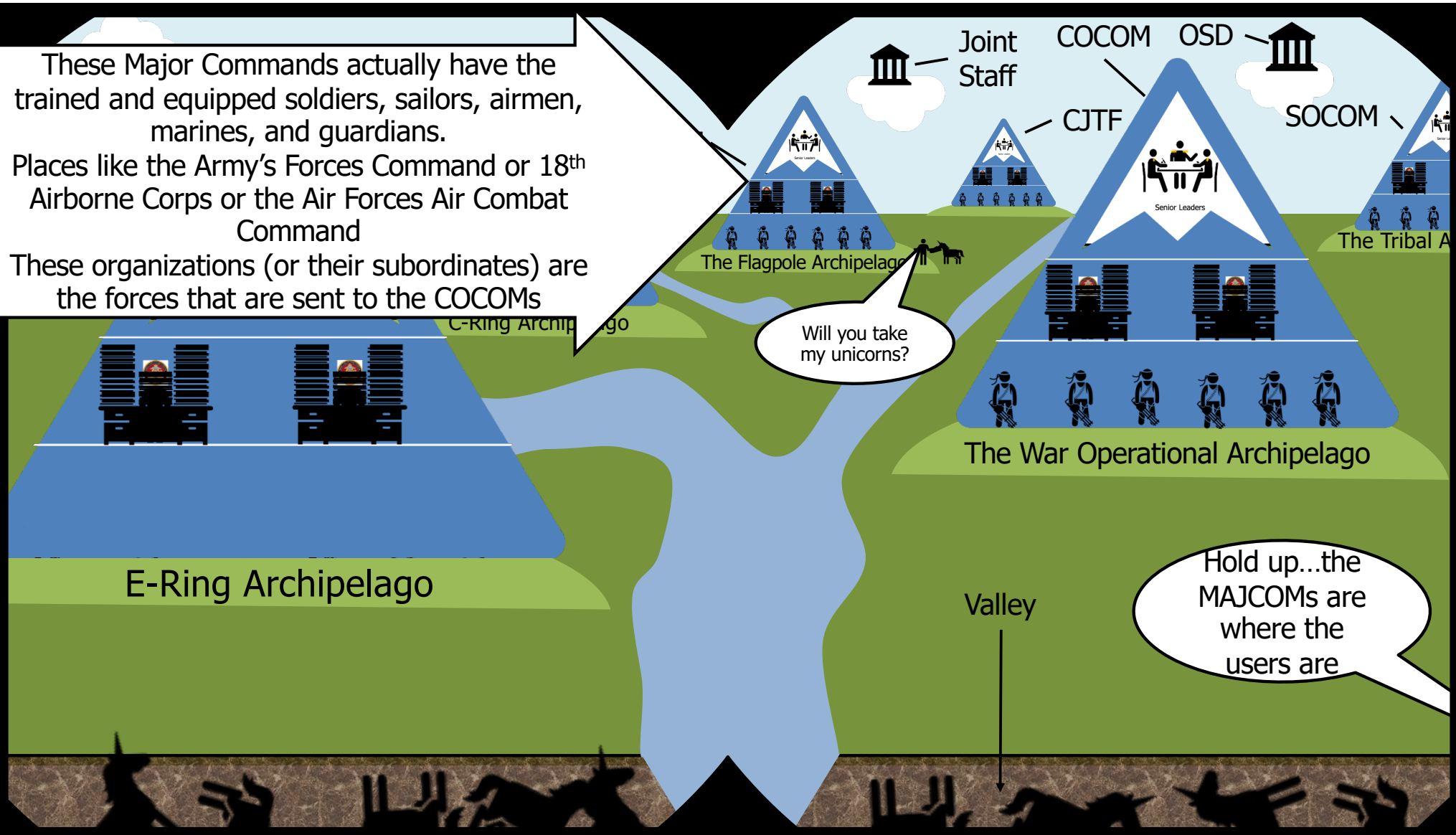
Valley

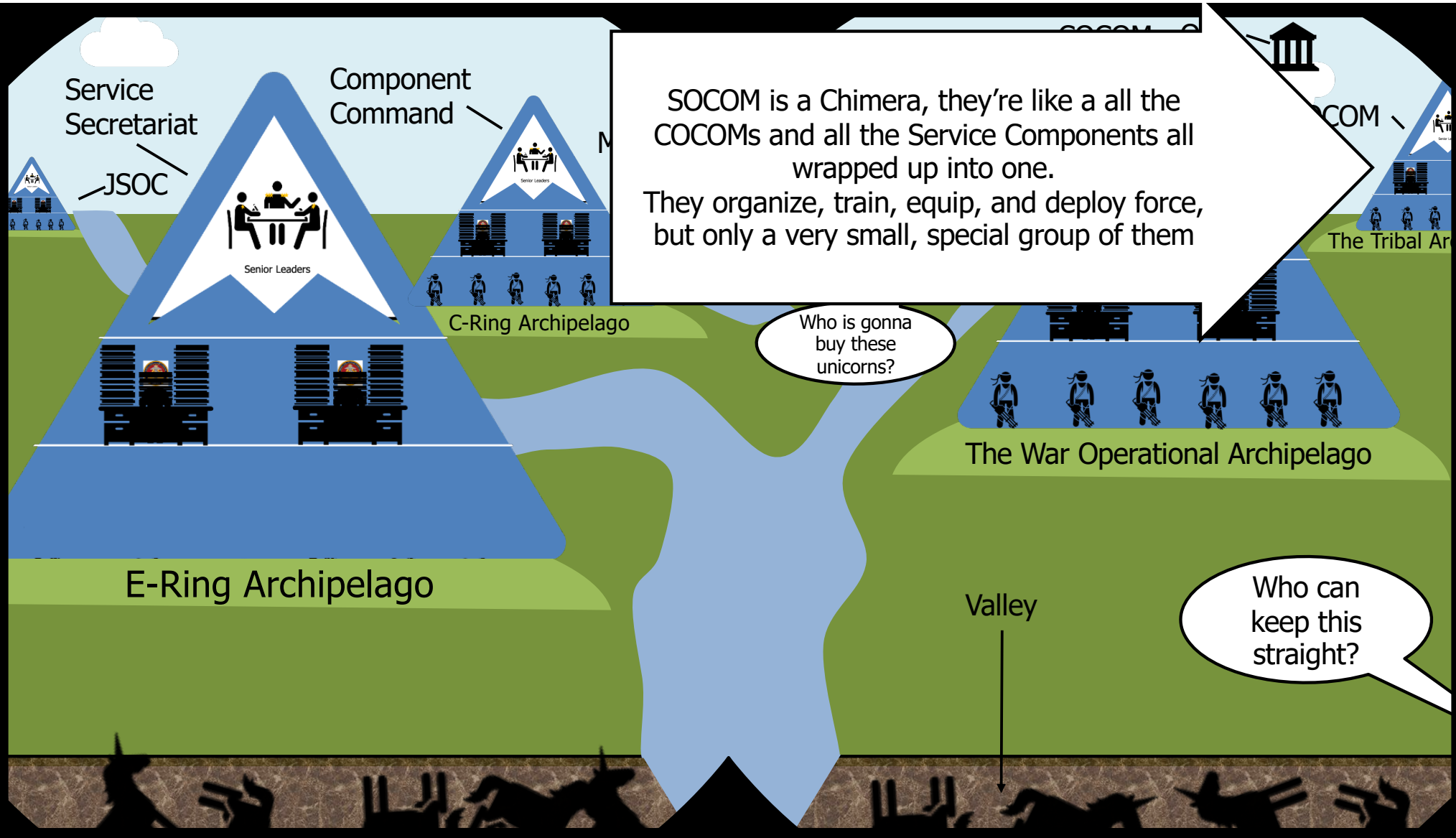
Wait, wait, wait,  
the Service staffs,  
THEY'RE really  
important

These Major Commands actually have the trained and equipped soldiers, sailors, airmen, marines, and guardians.

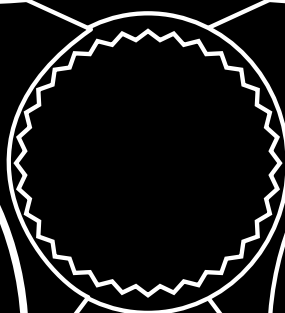
Places like the Army's Forces Command or 18<sup>th</sup> Airborne Corps or the Air Forces Air Combat Command

These organizations (or their subordinates) are the forces that are sent to the COCOMs





Hold on...  
Let's dial  
this up...





MIDDLE

# COCOM SILOS OF EXCELLENCE

Intel  
(2-Shop)



Operations  
(3-Shop)



Plans  
(5-Shop)



Logistics  
(4-Shop)



Communications  
(6-Shop)



Training  
(7-Shop)



Money and Stuff  
(8-Shop)



MIDDLE

Intel  
(2-Shop)

Operations  
(3-Shop)

Plans

Logistics  
(4-Shop)

Communications  
(6-Shop)

Training  
(7-Shop)

Money and Stuff  
(8-Shop)

The world is coming to an end  
Intel, I need an IPB.  
Plans, I need the OPLAN for alien invasion.  
Comms, we need to communicate with the moon  
Loggy's, we need to pre-pro supplies on Mars  
Green eyeshaders, find some money and contracts  
Training...never mind...

It's SAP'ed

Intel  
(2-Shop)

Operations  
(3-Shop)

Plans  
(5-Shop)

It's SAP'ed

Gimmie 18  
months

Logistics  
(4-Shop)

Sun spots

Communications  
(6-Shop)

We can...host  
rapid prototyping  
events...

It's not in the  
budget

Money and Stuff  
(8-Shop)

MIDDLE



Ca-coo

Beatrice, here, take this note to the Army, tell them that we need two counter-UAS brigades in the Fulda Gap

Intel  
(2-Shop)

Operations  
(3-Shop)

Plans  
(5-Shop)

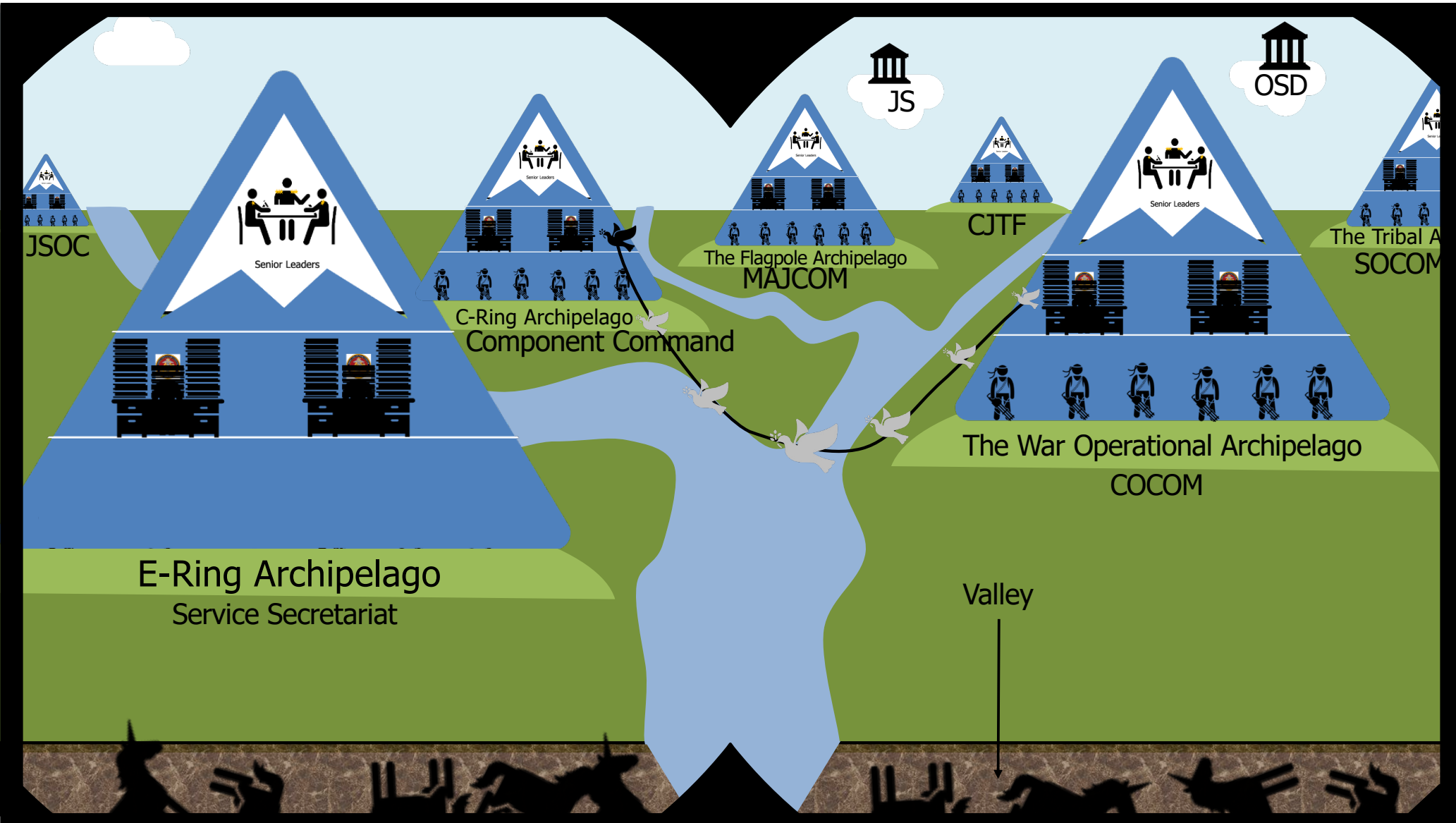
Logistics  
(4-Shop)

Communications  
(6-Shop)

Training  
(7-Shop)

Money and Stuff  
(8-Shop)







MIDDLE

# SERVICE SILOS OF EXCELLENCE

Who let the birds in the Mezzanine level again, oh it's a Request for Forces from EUCOM...let's file that under...black hole

Ca-coo

Operations  
(2-Shop)

Plans  
(5-Shop)

Logistics  
(4-Shop)

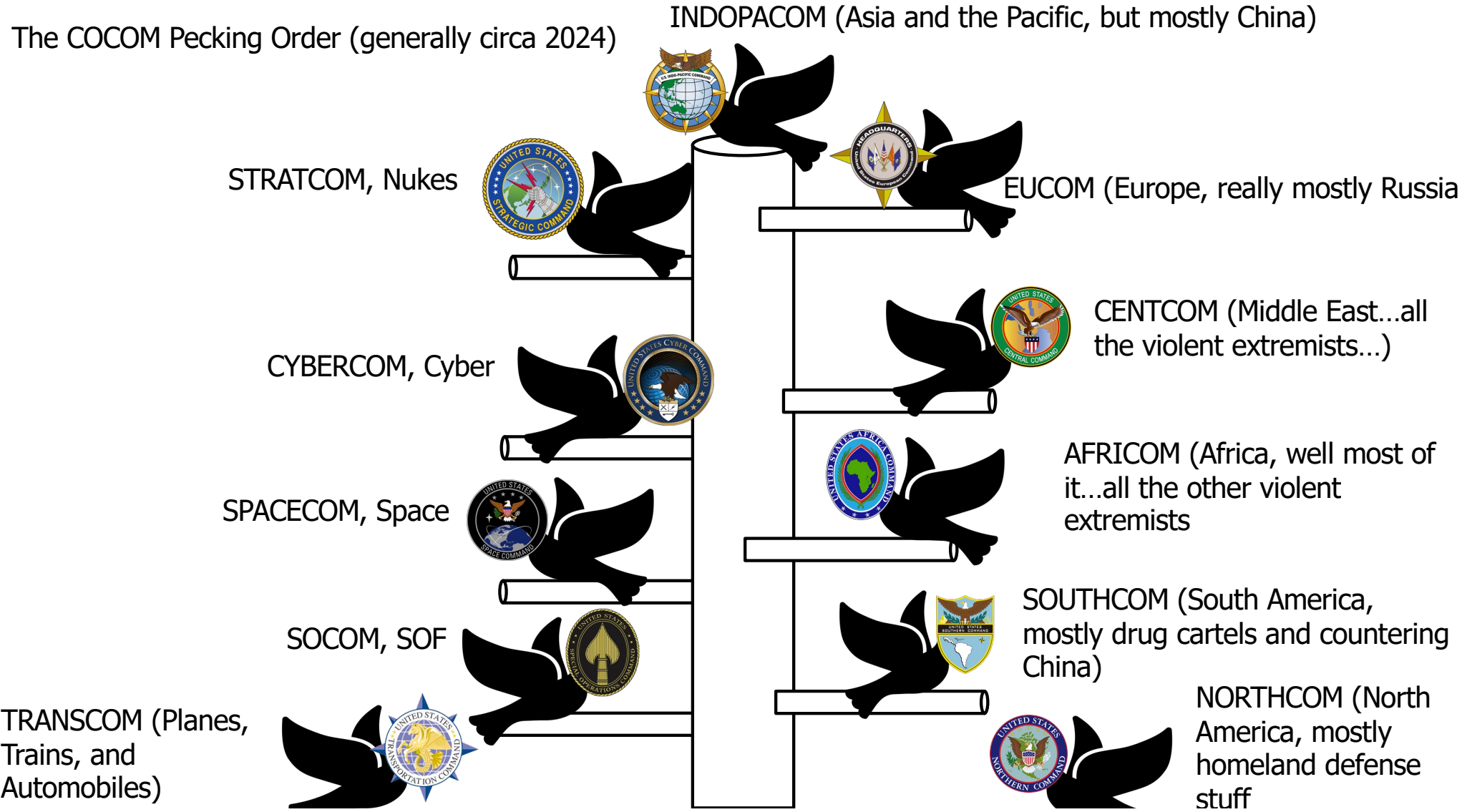
Communications  
(6-Shop)

Training  
(7-Shop)

Money and Stuff  
(8-Shop)

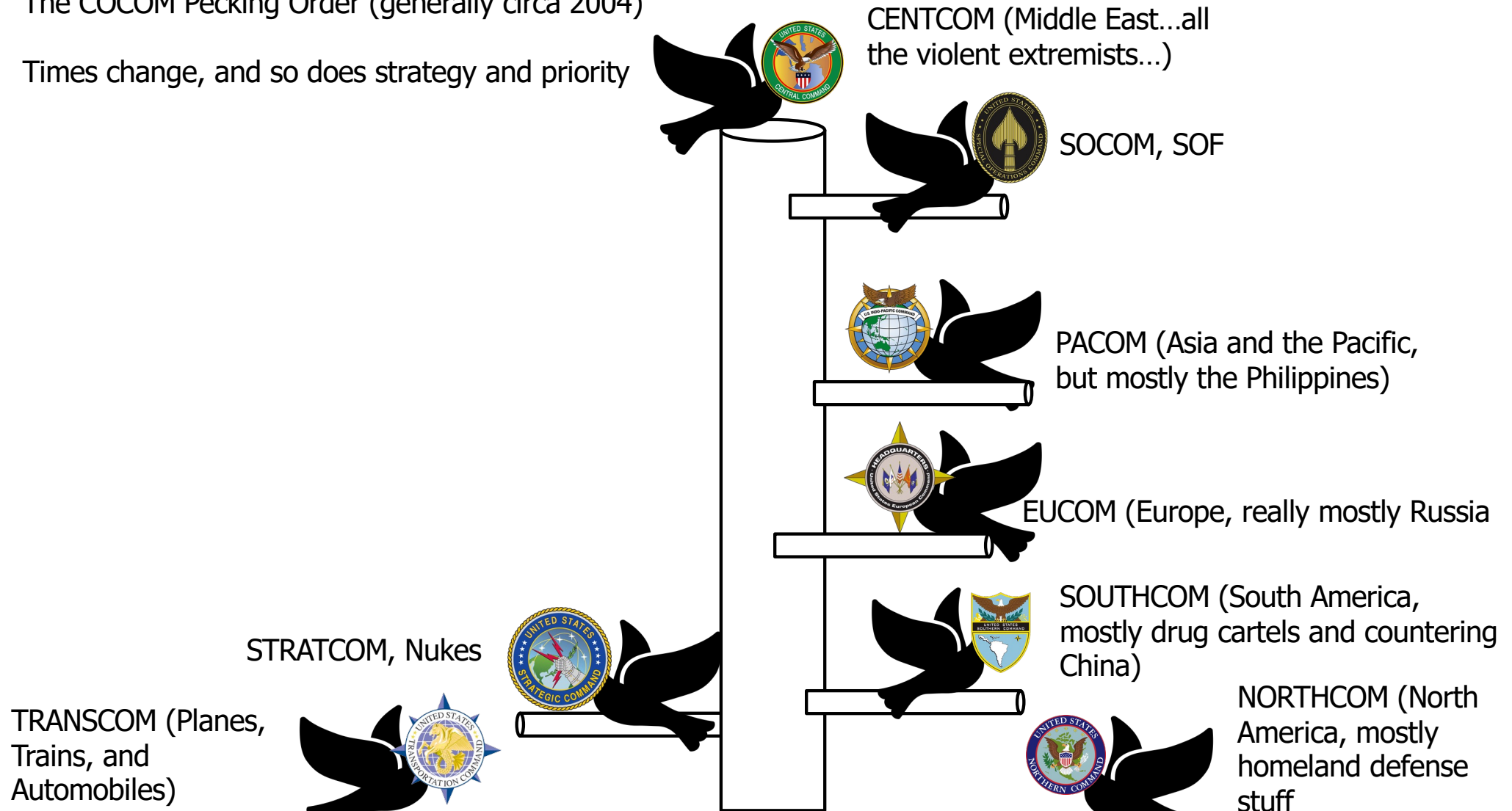


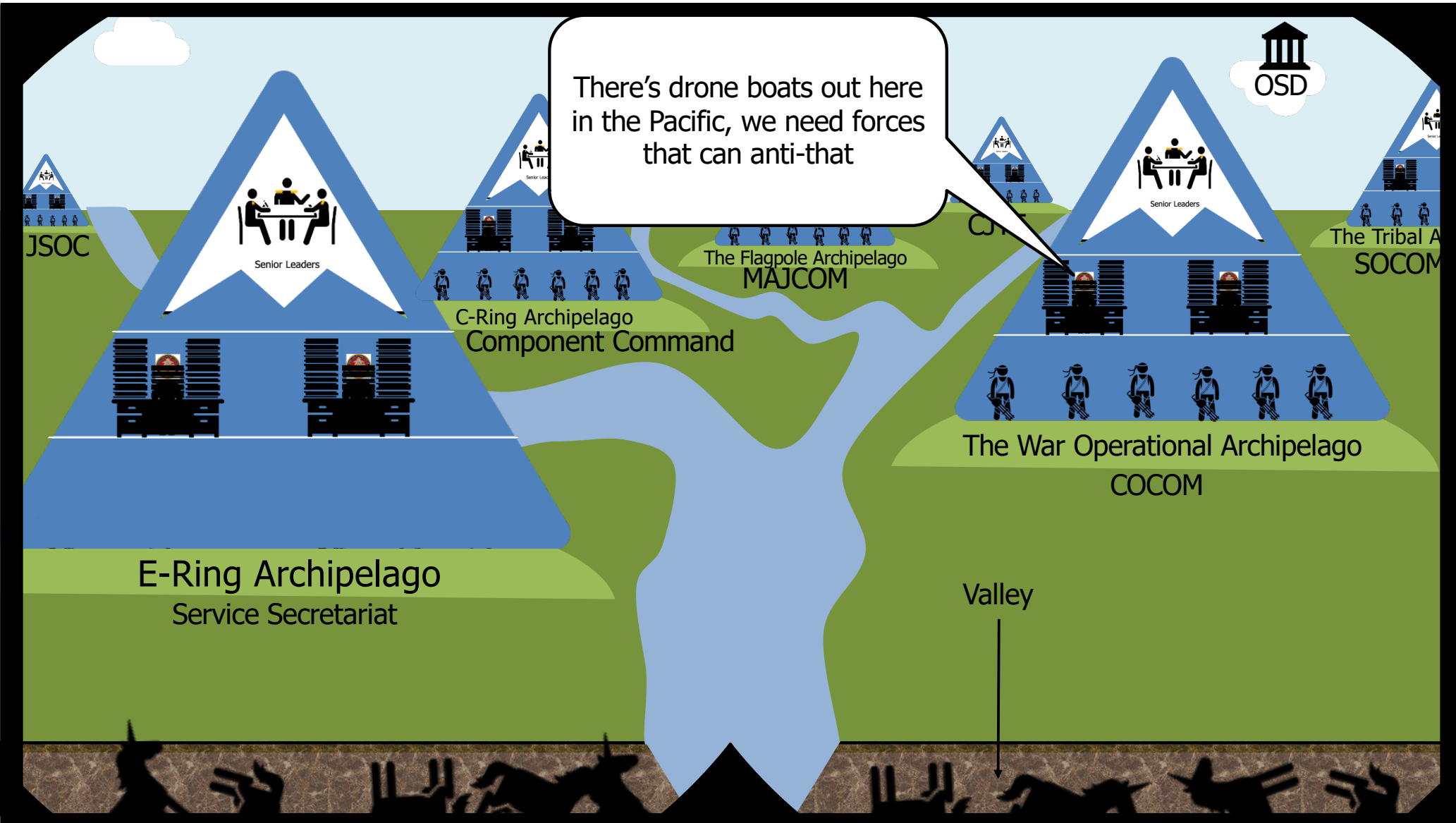
The COCOM Pecking Order (generally circa 2024)



The COCOM Pecking Order (generally circa 2004)

Times change, and so does strategy and priority





There's drone boats out here in the Pacific, we need forces that can anti-that

OSD

JSOC

Senior Leaders

Senior Leaders

The Flagpole Archipelago  
MAJCOM

C-Ring Archipelago  
Component Command

C-Ring

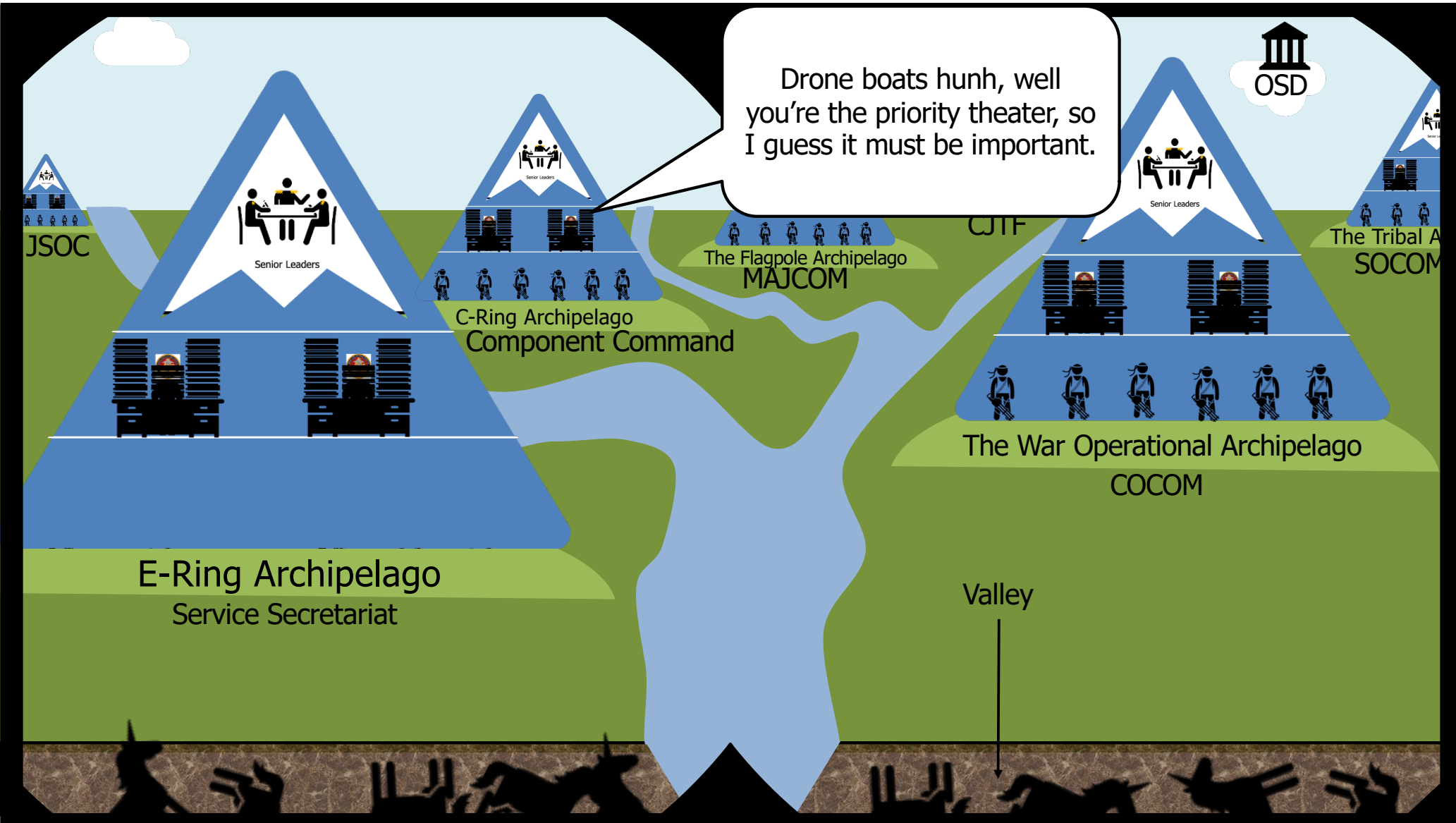
Senior Leaders

The Tribal Archipelago  
SOCOM

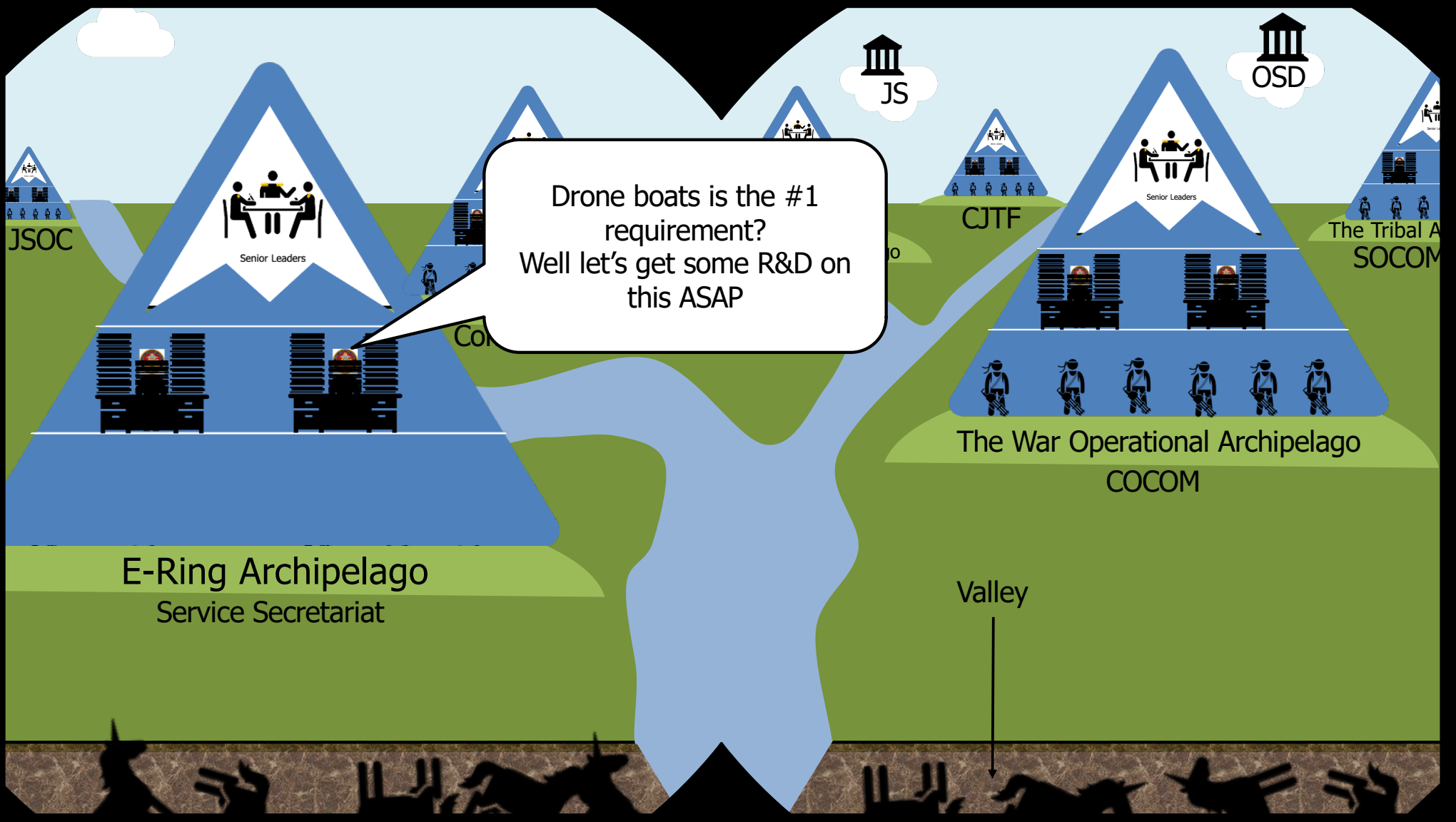
E-Ring Archipelago  
Service Secretariat

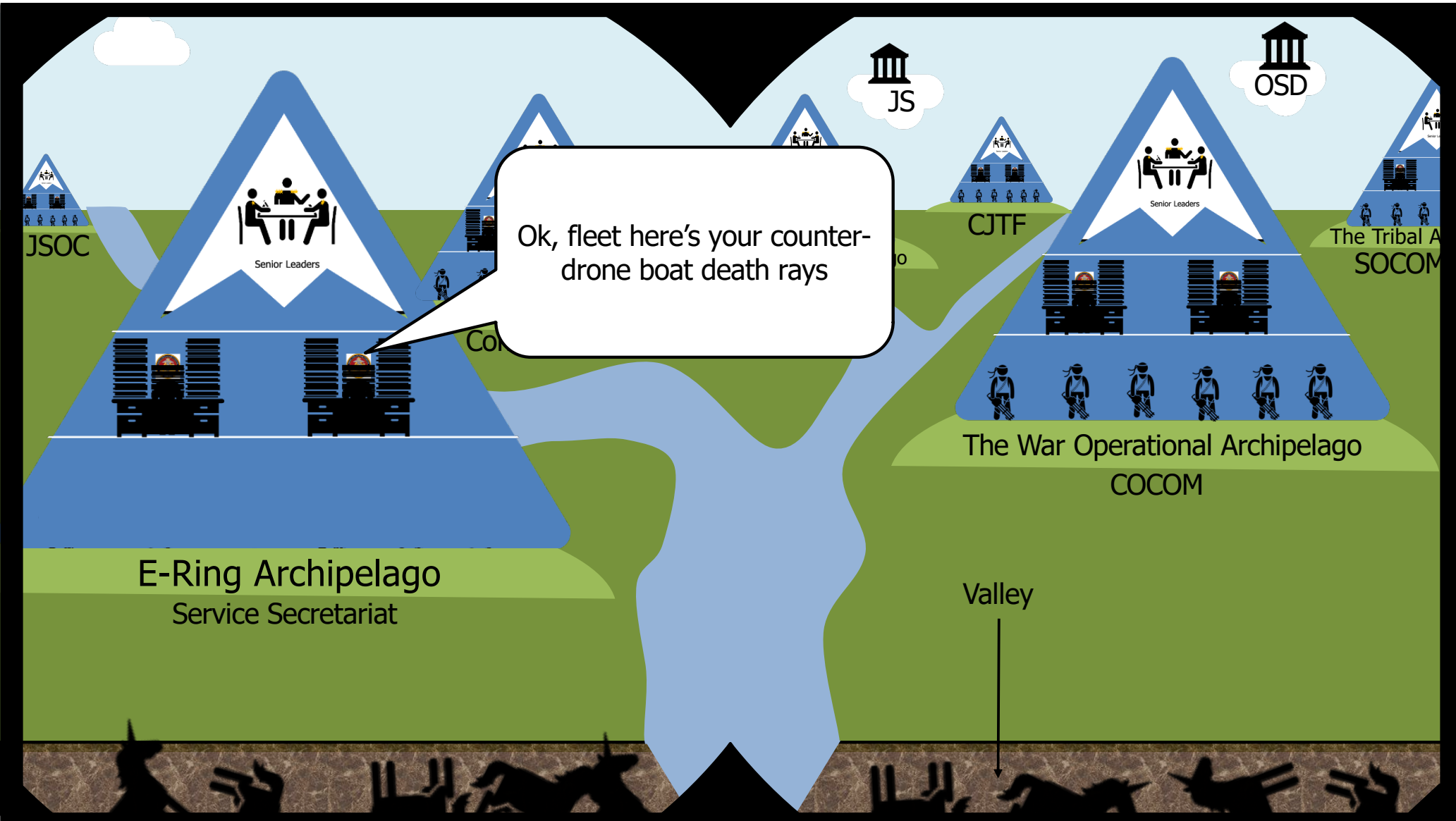
The War Operational Archipelago  
COCOM

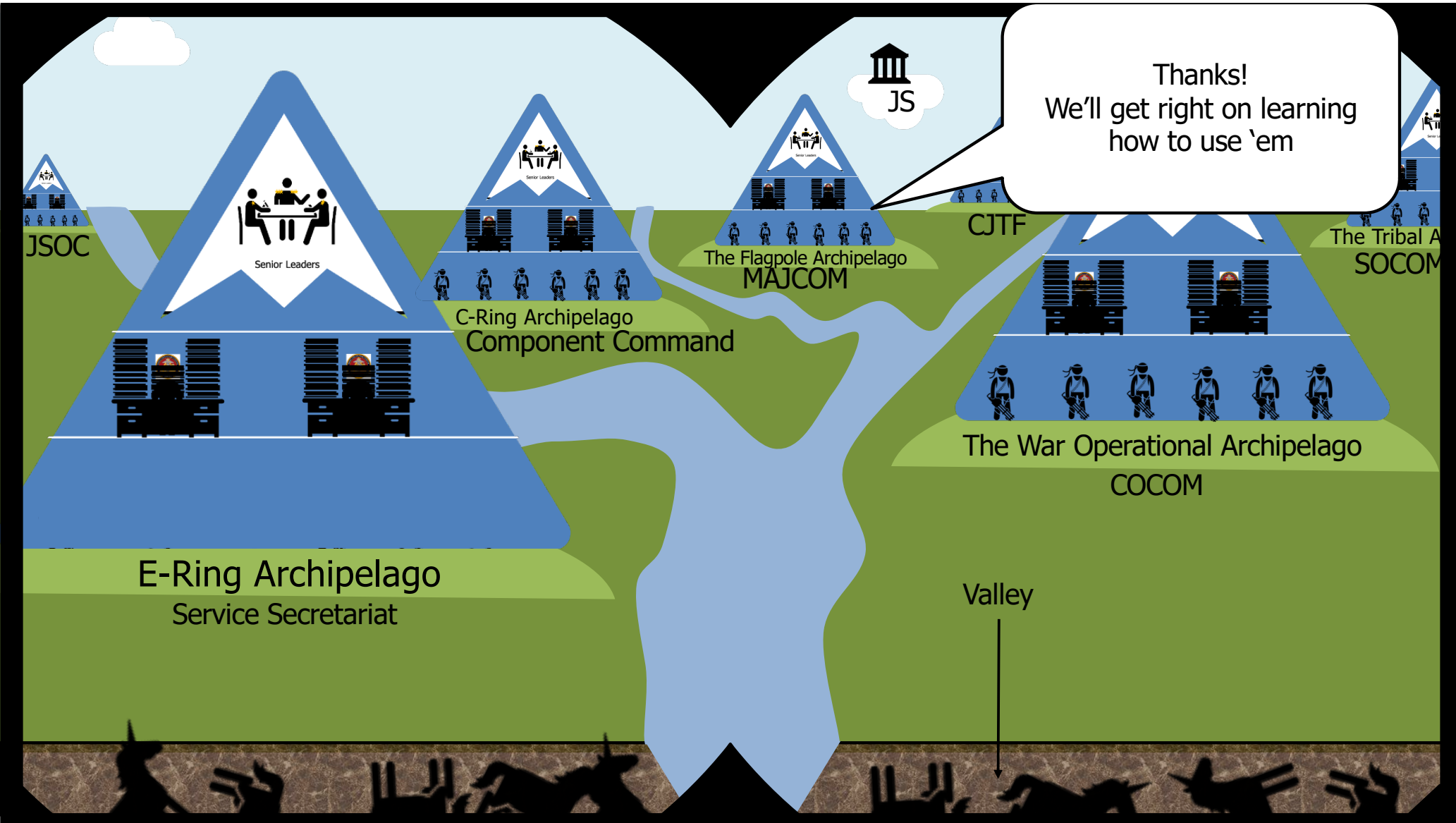
Valley



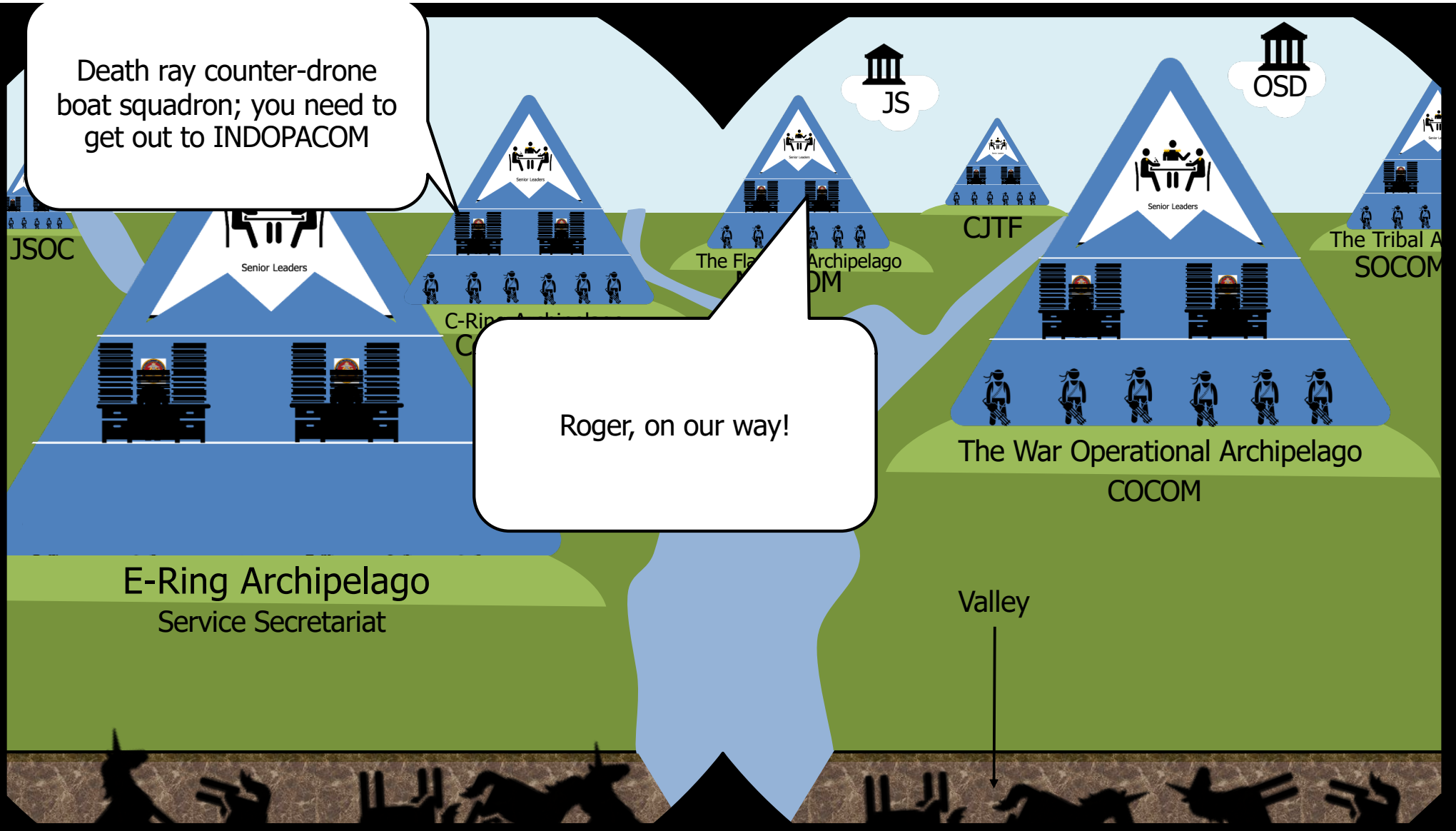








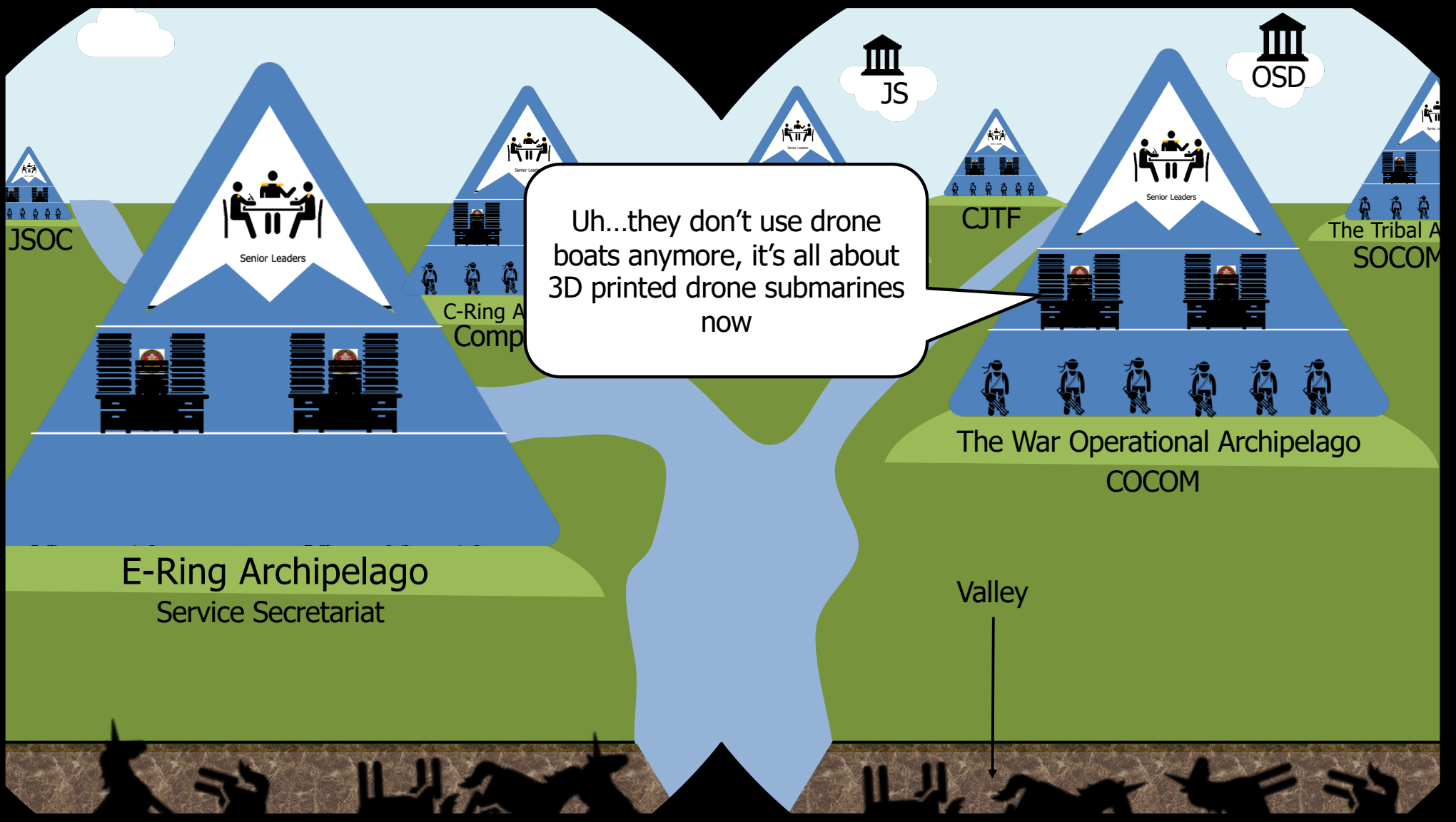
Death ray counter-drone  
boat squadron; you need to  
get out to INDOPACOM



Roger, on our way!

E-Ring Archipelago  
Service Secretariat

Valley



Uh...they don't use drone boats anymore, it's all about 3D printed drone submarines now

JSOC

Senior Leaders

C-Ring A Comp

JS

CJTF

OSD

Senior Leaders

The Tribal A SOCOM

The War Operational Archipelago COCOM

E-Ring Archipelago Service Secretariat

Valley



Well, at least  
I can see  
what I'm up  
against

