OODA - CHANGE OR DIE

OODA loop is an approach for making decisive and agile decisions. The faster the OODA cycle is processed compared to an opponent, the higher is the chance of taking advantage by getting into the opponent's decision cycle.

Observe

Clearly observing the situation as it unfolds. Viewing the current situation from a personal and a higher perspective.

Orient

Orientation in the current situation, but also thinking of the possible outcomes and different alternatives by using our previous experience.

Decide

Previous steps lead to hypotheses, which are a base for a decision to act on that hypothesis.

Act

The last step is to take action based on the previous decision. Then the loop begins again as the environment reacts to the action.

Unfolding circumstances

Implicit guidance & control

Implicit guidance & control

Cultural traditions

Analysis & Synthesis

Observations

Decision (Hypothesis)

Action (Test)

Feed Forward

Previous experience

New information

Feed Forward

Feed Forward

Outside infromation

Genetic heritage

Unfolding interaction with environment

Feedback

Feedback