

Why Are We Here? Again!

- ▶ The operators have hijacked experimentation
- ▶ Many experiments are not focused on examining key questions (i.e., the focus isn't an analytic one)
- ▶ Experiments are mostly used to demonstrate the direction operators want to take concepts and capabilities
- ▶ No one reads an experiment final report – conclusions are drawn during the VIP visit
- ▶ Budgeters constantly question the return on investment coming from experimentation



What Do We Mean?

- ▶ What image comes to your mind when we say experimentation?
 - Exploring a new idea
 - A scientific test of a prototype
 - An exercise used to examine emerging warfighting concepts
 - An evaluation of unit capabilities

- ▶ Some Definitions
 - To try out new methods of doing or using things
 - The process of exploring innovative methods of operation, especially to assess their feasibility, evaluate their utility, or determine their limits



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Maybe it Matters Why I'm Doing It?

- ▶ Am I trying to discover how a new idea applies to military operations?

- ▶ Am I examining the design of a concept to decide which aspects are about right and which need to be reworked?

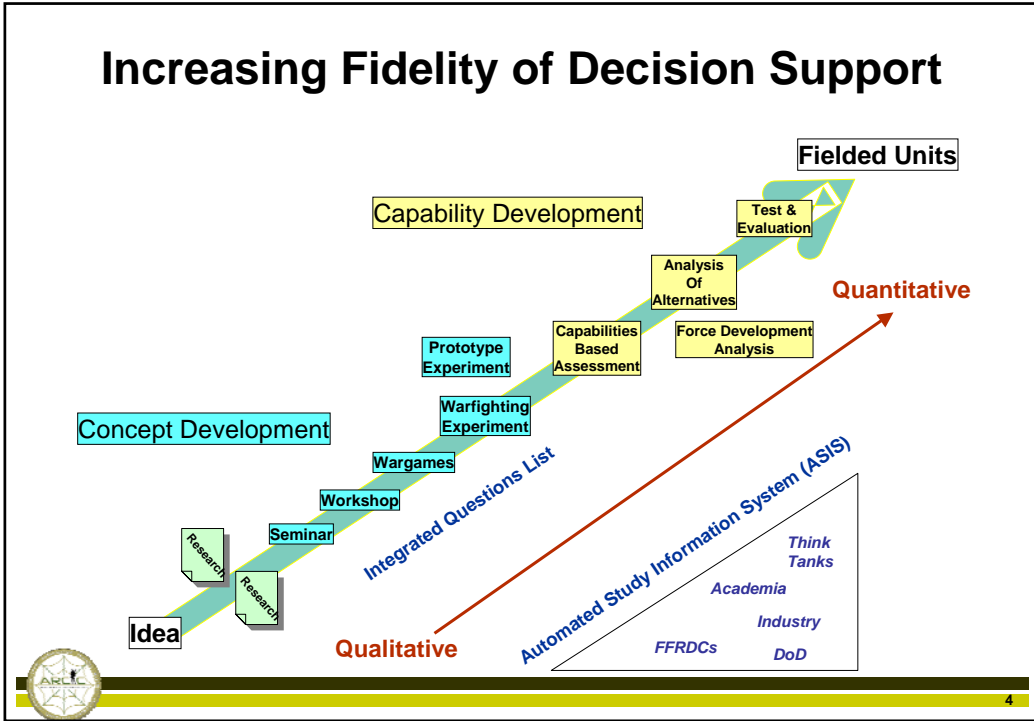
- ▶ Am I testing the impact of how a future capability (represented by a prototype) will impact unit operations?

- ▶ Am I testing the device itself to determine if I want to pursue developing it further?

Answering any one of these questions will inform a decision, but the approach in answering them would be drastically different



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Experimentation GAAP* for Operators**

- ▶ Clearly identify the key questions you're trying to answer (& Why) and scope the experiment appropriately (i.e., don't do too much)
- ▶ Use appropriate tools and venues
- ▶ Constraints, Limitations, & Assumptions (C,L,A)
- ▶ Document the pedigree of scenarios, unit representations, TTP, joint context
- ▶ Develop clearly traceable analysis and data collection plans that provide defensible evidence

***Generally Accepted Analytic Practices**

****They need them more than analysts do**

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