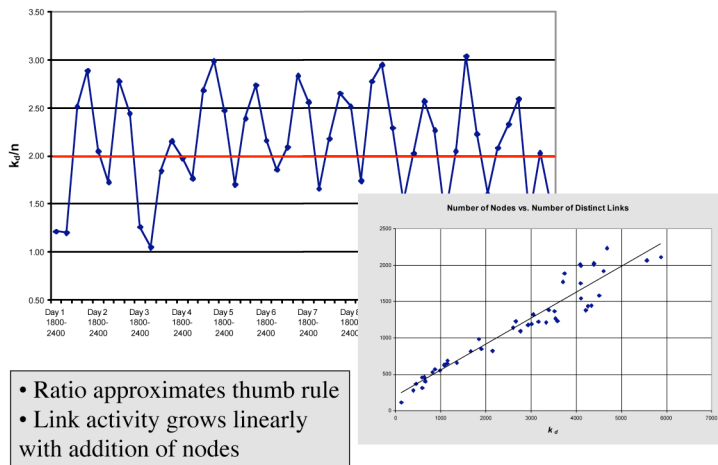


MILITARY APPLICATIONS OF SOCIAL NETWORK ANALYSIS

The last ten years has seen huge growth in the number and types of networks in which humans interact with other humans and machines. What began as simple internet and e-mail exchanges has evolved into a wide range of human-machine military networks. Traditional defense analysis, however, is a poor tool for assessing the value of these networked systems. As a result, military decision makers cannot plan and execute with the same confidence that the discipline of Operations Research has brought to traditional plans and operations.

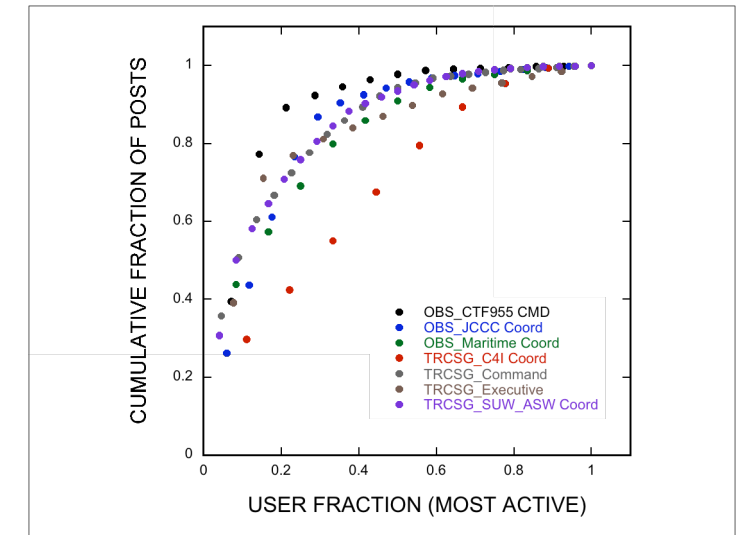
Recent research by Alidade Incorporated, however, offers new methods for overcoming this challenge. A full-day seminar, part of Alidade Institute's "Where's the Math™" seminar series, will present and discuss fresh approaches – drawn from the field of *Social Network Analysis* – for quantitatively assessing a wide range of networks containing both human and machines.



SEMINAR CONTENT

This seminar will introduce participants to new quantitative techniques for analyzing human performance within networked systems. Topics covered will include:

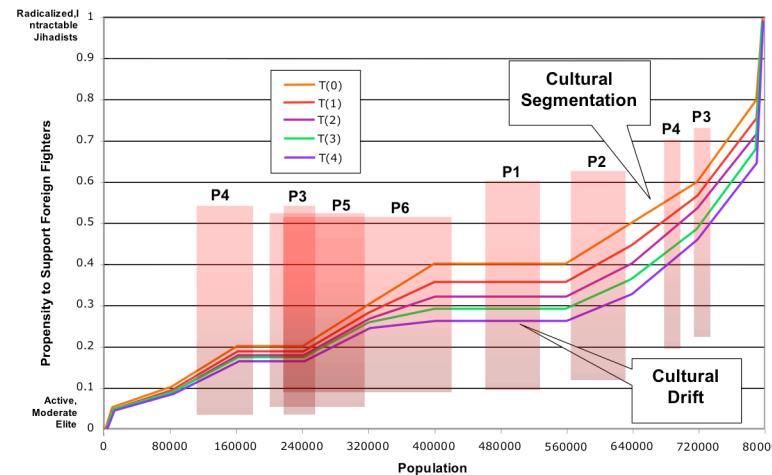
- Review of the strengths and weaknesses of existing techniques
- Introduction to new mathematics that describe the structure, dynamics and evolution of social, cultural and information networks
- Application of the mathematics to military functions like command and control, distributed networked forces and Information Operations
- Measures of Effectiveness for human performance in networked systems.
- Case studies from recent real world analyses



WHO SHOULD ATTEND?

This seminar is geared to the military professional with an operational knowledge of organizational dynamics and quantitative techniques. There are no special academic prerequisites. Participants will be introduced to a formal approach to analyzing networked structures from first principles. By the end of the day, participants will:

- Understand new OR methods for Information Age competition
- See how the methods can demystify mechanisms of advantage in networked systems
- Use the methods to quantify the effectiveness of networked military systems



ABOUT THE SPEAKER

Jeff Cares is a top thought-leader in Information Age military innovation and consults at the most senior levels of the international defense industry. He has been the primary author of numerous transformational concepts, including Distributed Networked Operations, Sense and Respond Logistics and the Information Age Combat Model. He lectures internationally and at service colleges on the future of combat.

Harvard Business Review selected his research to the list of "Breakthrough Ideas for 2006" and he has been featured in *Wired*, *Fast Company* and *Computer Week*. He is the author of *Distributed Networked Operations: The Fundamentals of Network Centric Warfare* and his new book, *Operations Research for Networked Military Systems*, will be available in late 2008.

Jeff is a combat veteran of the first Gulf War whose military career has included multiple command tours and more than a decade of service on four-star staffs.



REGISTRATION DETAILS

Military Applications of Social Network Analysis

Date and Time

Wednesday, 18 June 2008, 0800-1700

Location

Army and Navy Club
17th and Eye Streets, NW
Washington, DC

Registration Fee

Government Employees: \$1000
Non-government: \$1200

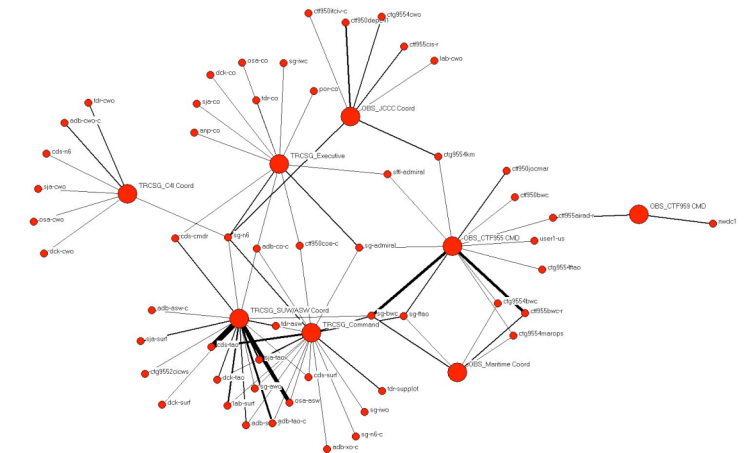
Register online at <http://www.alidade.net>

Call Betty at (401)-367-0040 x122 for group discounts or on-site rates



Presents

MILITARY APPLICATIONS OF SOCIAL NETWORK ANALYSIS



A Full-Day Seminar
Washington, DC
18 June 2008