



**COMMANDER'S INNOVATION CONFERENCE
DAVIS CONFERENCE CENTER
MACDILL AFB., TAMPA FL.
7-9 JANUARY 2013**

On 7-9 Jan 2013, the Commander of the United States Special Operation Command (USSOCOM) will host a two and one-half day innovation conference for the headquarters element aboard MacDill AFB., Tampa FL. The conference theme is, “*Creating a Culture of Innovation.*”

The purpose is to establish a baseline for understanding the requirements necessary to create a more innovative culture within a large organization, and to consider ways in which more innovative thoughts and ideas might add value to the innovative culture within the USSOCOM headquarters. As such, it is a critical to have the commander and senior level staff participation.

The objectives for this conference are as follows:

1. ***Educate*** the commander and staff on the ingredients necessary to create a more innovative culture within the headquarters, USSOCOM.
2. ***Acknowledge*** potential innovative thoughts and ideas and consider their integration to create a more innovative culture within the headquarters.
3. ***Empower*** the staff to take future action to implement appropriate thoughts and ideas within the command.

There have already been many innovative ideas implemented within the headquarters intended to address perceived problems. The Global SOF Operational Planning Team (OPT) and the command deck have already created live streaming video websites as part of the normal battle rhythm to increase awareness of command and staff activities. SOFBOX is a tool designed to allow command personnel to identify and offer solutions to problems ranging from staff processes to personnel management. Many have proposed information technology and organizational changes to “flatten” the command and improve communication. This conference will consider these ideas and suggest others, guided by the discussions and overall context of culture change in four major categories that contribute to organizational culture. These categories are People, Processes, Systems and Structure.

The conference concept of operations includes a series of speakers, panel discussions and facilitated working groups focusing on the four categories. Informed by these presentations and panel discussions, four working groups composed of “Young Turks” will meet to explore thoughts and ideas that have particular relevance to the USSOCOM headquarters. These working groups will brief the commander on their findings during the last day of the conference.

This conference is meant to provide command personnel with a data point to inform a continuous process that will help USSOCOM ***adapt quickly*** to changing circumstances, ***improve effectiveness*** in staff functions and ***enhance our relevancy*** in an ever-changing national security environment.