



## Best Practices

<b>ID :</b> 777
<b>Title :</b> BEST PRACTICE: JFACC Influence Cell
<b>Proposed Remedial Action :</b>

### Details

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**Observation Date :** 2007-12-03

**Submission Date :** 2008-12-08

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### Submitted By

**User :** JWCCDDL

**First Name :** Paul

**Last Name :** Sewell

**Command :** Allied Air Component Command Headquarter Ramstein (until 01Dec2012)

**Phone :** + 47 251 34 2394

**Post :** LL

**Email :** paul.sewell@jwc.nato.int

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**Observation**

<b>Classification :</b>	NATO UNCLASSIFIED
<b>Activity :</b>	Steadfast Joist 2008
<b>Title :</b>	BEST PRACTICE: JFACC Influence Cell
<b>Observation Description :</b>	There are many different ways to organize cells in operation centers. One particular challenge is how to organize cells that specialize in non-kinetics effects. Because NATO NRF missions concentrate on humanitarian assistance, lethal responses are limited and there is great need for synergy of information operations.
<b>Discussion :</b>	<p>CC Air Ramstein developed their influence operations in Steadfast Joist by bringing together its experienced cell chiefs to exploit information operations.</p> <p>Under the leadership of the JFACC, the Influence cell was composed of Info ops, PAO, CIMIC, OA, Long Term Plans, Intel and LEGAD. The primary mission was to review future Air Component and JFC plans and develop a proactive Information Operation Proposal for JFC and other component inputs. The influence cell could hold short 30 minute meetings that produced outstanding products and flow to CJTF.</p> <p>There were no specific tools utilized, but the organization and discussions led to great situational awareness and effective decision making. The Influence cell would meet at a set time every day and prior to the meetings, A5 would work with Intel and decide which events they could best influence. They discussed desired effects, proposed actions and considered associated risks. Media and PAO were also consulted. The JFACC would choose the best course of action and the cell would forward the information to JFC and other components to coordinate approval.</p> <p>Example: When faced with a major evacuation of a friendly country due to a volcano the Influence cell discussed the potential to positively influence other players within the region while simultaneously providing necessary support. One of the desired effects was to create an event that brought together some of the hostile nations in the exercise. A proposed action to achieve this was to invite the hostile nations to participate unhindered in a small air-centric operation for relief efforts. They sought to emphasize combined support via media outlets while covertly collecting intelligence upon the hostile nations.</p>
<b>Conclusion :</b>	This practise ensured the optimal effects on information operations. The concentration of efforts saved time and reduced the need for lethal effects.
<b>Recommendation :</b>	<p>Make this a mature observation and promote it as a Best Practice for NATO-wide promulgation. This Best Practice is originally from the JWC Best Practice database and can be found at this link on the NATO Secret system:</p> <p>Specific Best Practice: <a href="http://ldb.jwc.nato.int/sites/LLDB/BPDB/Lists/Best%20Practice/DispForm.aspx?ID=25&amp;Source=http%3A%2F%2Fnsjwc.sps%3A8050%2Fsites%2FLLDB%2FBPDB%2FLists%2FBest%2520Practice%2FPersonalViews%2Easpx%3FPageView%3DPersonal%26ShowWebPart%3D%7BA7C98496%2D1E0B%2D46A8%2DB9A0%2D756C3FA3A231%7D">http://ldb.jwc.nato.int/sites/LLDB/BPDB/Lists/Best%20Practice/DispForm.aspx?ID=25&amp;Source=http%3A%2F%2Fnsjwc.sps%3A8050%2Fsites%2FLLDB%2FBPDB%2FLists%2FBest%2520Practice%2FPersonalViews%2Easpx%3FPageView%3DPersonal%26ShowWebPart%3D%7BA7C98496%2D1E0B%2D46A8%2DB9A0%2D756C3FA3A231%7D</a></p> <p>List of current JWC Best Practices: <a href="http://ldb.jwc.nato.int/sites/LLDB/BPDB/default.aspx">http://ldb.jwc.nato.int/sites/LLDB/BPDB/default.aspx</a></p>

**Analysis (Completed)**

**Categorization**

**Level :**

**Related Service :**

**Related Functions :**

**DOTMLPF-I :**

**Proposal for Lesson Identified**

**Title :**

**Proposed Remedial Action :**

**Proposed Action Bodies :**



### Tracking Steps

Step	User	Date	Reason
Observation	OF-3 Stefan Olaru, JALLC	2013-10-23	
Shared as Best Practice	OF-3 Stefan Olaru, JALLC	2013-10-24	

### Comments

Comment	User	Date	Status Stamp
The 12JAN2010 Editorial board chaired by the Production Branch decided to maintain this observation as Observation Submitted.	OF-3 Manuel Costa, JALLC	2010-01-13	Observation

### Attachments

(There are no Attachments for this Observation)