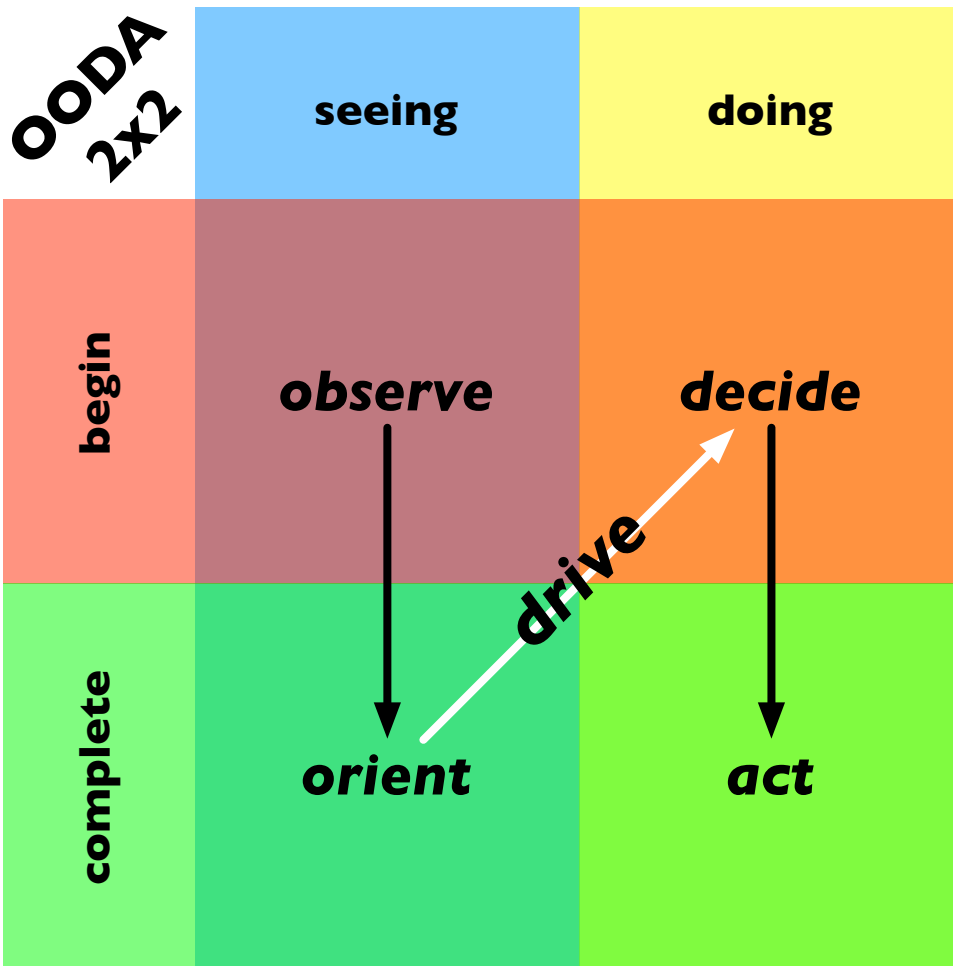


OODA 2x2



Boyd's OODA loop frequently stalls in the real world because organizations *simply do not complete it*. In most cases, the point of failure is at the step between orienting and deciding.

By redrawing the OODA loop as a 2x2 matrix, we see why this is the case. The step between "complete seeing" (orientation) and "begin action" (deciding) requires **two** changes: from seeing to doing, and from completion to beginning again.

Often in organizations this step corresponds to moving an area of interest from *organizational navigators* to operations staff. Much is understood, but little is pushed through the resource allocation process.

Drive is what bridges this gap: the imperative to take action!

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