



***Strategic Design Fundamentals with Dr. Ben Zweibelson
The Joint Special Operations University, U.S. Special Operations Command (SOCOM), Tampa,
Florida***

Date: June 11th, 2021

Time: 14:00-15:00

Teams Link: [Join Seminar](#) (We'd appreciate if you could optionally [register](#) to join our mailing list)

Abstract:

Ben Zweibelson (PhD, Lancaster) is the lead theorist, educator and facilitator for security design and innovation at JSOU, a military university established to educate and support the U.S. Special Operations Forces as well as international Special Forces partners, allies and other defense organizations. This lecture was developed to introduce the military design movement and how security design concepts function for disrupting, challenging, and reframing traditional strategic, operational and organizational security activities in complex, dynamic and emergent contexts. Security design uses deep philosophical concepts to dismantle many long-established and often ritualized organizational behaviors and belief systems in order to demonstrate opportunities for change, innovation, improvisation, experimentation and retirement of obsolete concepts. This can be accomplished from the highest policy levels down to the most immediate and local military operator executing on the ground in a dangerous security mission. Dr. Zweibelson will demonstrate this through a blend of theory, case study examples, stories from the field, as well as pop culture and other playful metaphoric devices that subtly disarm well-entrenched institutional frames that inhibit innovative thinking concerning warfare and security. This lecture was already presented to the French Ecole de Guerre faculty and cohort in May 2021 and also the U.S. Strategic Command (USSTRATCOM) strategic planning department in May 2021 as well."

Please [contact](#) Jennifer for any Teams connectivity issues: j.mcculloch@lancaster.ac.uk