

## ***Solid Thinking Corporation announces a new CONOPS course (1-, 2- or 3-day program)***



DOD Photos

### **Getting All-Star Scientists, Engineers, Users, Acquisition Professionals and Project Managers Working as an All-Star Team! - - - a CONOPS - Centric Approach - - -**

- Working With Operational End Users
  - **Understanding the End User's Perspective** – a primer for non-users
  - Rules for visiting an operational unit/site and working with difficult users and operators
  - All users are not operators (where to find the good ones and how to gain access)
  - Getting actionable information from operational users without getting thrown out of the office
  - **The two questions you must ALWAYS ask (one of them may get you bounced)**
- Working With Scientists and Engineers
  - What drives them, how they think, how they see themselves, how others see them, results from interviews, proven techniques for working with them
  - Scientific methods and principles for non-technical people working in **science and technology**
  - Proven problem-solving processes; achieving team consensus on **types of R&D** needed (effects-driven, blue sky, capability-driven, new spectra, observed phenomenon, product/process improvement, basic science)
- Working With Managers
  - Forces driving Program Managers, Requirements Generators, Acquisition/Contracts Professionals)
  - Understanding their backgrounds, perspectives and motivations; how they think, how they see themselves, how others see them, proven techniques for working with them
- Elegantly Simple Operating Concept (OpCon): techniques, pitfalls, examples + **Insidious OpCon Failures: Air disaster example**
- The Power of the CONOPS
  - Two types and **five levels of CONOPS** with content, emphasis and uses for each
  - How OpCons' and CONOPS' drive User Manuals, Modeling and Simulation
  - The Interplay of CONOPS and Requirements – How to avoid this trap
  - OpCons and CONOPS for Information Technology-intensive systems – special considerations, describing benefits, managing risks
- Increasing the Transition Rate (**getting R&D projects from the lab to adopted, fielded systems**)
  - Pitfalls and benefits of Agile Development; Rapid Prototyping do's and don'ts
  - Importance of phased R&D and go/no go decisions (aka gates)
  - **Disruptive technologies** and how to avoid the paralyzing "Catch 22" killer of new systems
  - Pitfalls of *almost* replacing an existing system or component with a better one
  - Critical thinking, creative thinking, scenario learning, when to challenge the status quo

***STC is a Veteran-owned, purpose-driven small business with a single passion:  
Helping the US and Coalition Warfighter!***

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- The “Why” drill, Edge Craft, when to say “no”, scenario planning, counterintuitive thought
- Getting a service/command to say “I’ll take it!”- **The art of socializing the project** (thought leaders, organizational rivalries, NIH syndrome, other challenges)
- **Lessons Learned** From No/Poor CONOPS – real world problems with fighters, attack helicopters, C3I systems, DHS border security project, humanitarian relief effort, air defense radar, E/O imager, civil aircraft tracking systems
- Configuring a Program for Success: critical attributes and crucial considerations that can be program-killers
- Unclassified R&D Case Histories: \$\$\$ millions invested - - - **what went wrong & key lessons learned:** (Software for automated imagery analysis; low cost, lightweight, hyperspectral sensor; special paint; non-traditional ISR; full motion video for bandwidth-disadvantaged users in combat: **How to do it right!**)
- Working With People and the Art of the **Business Handshake:** Personal handshake critique & coaching
- Principled Development and Acquisitions: simple solutions and processes to address complex problems
  - Stereotypes other professions (origins, dangers, techniques for countering)
  - Working to be *smart* instead of *clever*; what you need to know
  - Straightforward advice from America’s Founding Fathers (even **more applicable today**)

- ☑ \$1,490 per person for 3-day program includes light breakfasts, drinks, college-level textbook, instructor’s PPT charts, 150 pages of CONOPS templates, checklists, technical writing tips, Certificate of CONOPS Competency
- ☑ Day One: Lectures & two small-group exercises (definitions, understanding the perspective of each key group, Concept Analysis, Building OpCons, Building the CONOPS Briefing)
- ☑ Day Two: small-groups practice building OpCons, assessing and improving existing CONOPS, outlining new CONOPS sections and interviewing users
- ☑ Day Three: focused, hands-on building CONOPS & improving the utility
- ☑ 1- and 2-day short courses also available

*All courses available throughout the year in Elizabeth City, NC  
(near the Outer Banks and an hour’s drive from Norfolk, VA).*

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proprietary/classified discussions about your organization’s unique challenges.  
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*Visit our website at [www.SolidThinking.org](http://www.SolidThinking.org)*

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