



# Definitive Schedule

## Innovation Methodologies for Defence Challenges

International Conference-Workshop  
National University of Public Service, Budapest  
March 3-4, 2020



START TIME	MARCH 3, 2020		
7:15 AM – 8:00 AM	<b>Registration</b>		
8:00 AM – 8:40 AM	<b>Opening ceremony</b>		
8:40 AM – 9:00 AM	<b>Keynote series</b> Ben Zweibelson ( <i>JSOU, contractor</i> ) <i>"International Military Design Movement"</i>		
9:00 AM – 9:45 AM	<b>Lecture series</b> Brian "Ponch" Rivera ( <i>Co-Creator of The Flow System™</i> ) <i>"The Design of Flow: Blending Innovation Methodologies from the Military, Business, and Academia to create the Next Generation Design System"</i>		
9:45 AM – 10:15 AM	<b>Coffee break</b>		
	<b>Workshop Cluster 1.</b>		
10:15 AM – 12:00 AM	Ben Zweibelson <i>(JSOU, Contractor)</i>  <i>"Designing with Four Cognitive Tables"</i>	Dr. Philippe Beaulieu-Brossard <i>(University of Copenhagen)</i> Dr. Philippe Dufort <i>(Saint Paul University)</i>  <i>"Enhancing Challenge Framing Skills: the Case of Design &amp; Innovation Education Challenges in Defence Organizations"</i>	Dr. Jim Greer <i>(USA, Col., retired)</i>  <i>"Journey Maps and Training by Design"</i>
12:00 AM – 1:00 PM	<b>Lunch break</b>		
1:00 PM – 2:00 PM	<b>Lecture series</b> Dr. Zoltán Jobbágy ( <i>HUN, Col., NUPS</i> ) <i>"Design Thinking and C2: Organic Approaches"</i>		
2:00 PM – 3:00 PM	Karena Kyne ( <i>Lancaster University</i> ) <i>"Projects in Design"</i>		
3:00 PM – 4:30 PM	<b>Panel series with Q&amp;A</b> <i>"Breaking From the Trip Metaphor: Obstacles and Solutions to Rational Decision Making and Deterministic Planning for Complex Military Operations"</i> Panel members: Dr. Ofra Graicer ( <i>IDF Generals' Course, Co-Instructor</i> ) Grant Martin Ben Zweibelson ( <i>JSOU, contractor</i> ) Dr. Jim Greer ( <i>USA, Col., retired</i> )  Facilitator: Grant Martin ( <i>USA, LTC, U.S. Army JFK Special Warfare Center and School</i> )		
4:30 PM – 5:00 PM	<b>Closing words</b>		



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START TIME	MARCH 4, 2020				
	<b>Welcome</b>				
8:00 AM – 8:45 AM	<b>Keynote series</b> Dr. Ofra Graicer ( <i>IDF Generals' Course, Co-Instructor</i> ) <i>"IDF State of SOD 2020: Between Victory and a War With No End"</i>				
8:45 AM – 9:45 AM	<b>Lecture series</b> Nathan Schwagler ( <i>JSOU, Contractor</i> ) <i>"Tensions and Interplay in Modes of Security Thought: How Traditional Operational Planning, Creative Problem-Solving, and Military Design Thinking Exist for Today's Security Professionals"</i>				
9:45 AM – 10:15 AM	<b>Coffee break</b>				
10:15 AM – 10:45 AM	<b>Keynote series</b> Professor Dave Snowden ( <i>Cognitive Edge</i> ) <i>"The Application of The Cynefin Framework in Military Design"</i>				
10:45 AM – 11:00 AM	<b>Break</b>				
	<b>Lecture Cluster with Q&amp;A</b>				
11:00 AM – 12:00 AM	<table border="0"> <tr> <td>Mark Raney (<i>JSOU</i>) Ben Zweibelson (<i>JSOU, Contractor</i>) Karena Kyne (<i>Lancaster University</i>) Nathan Schwagler (<i>JSOU, Contractor</i>)  "Don't Be Puzzled By Military Design"</td> <td>Dr. Zoltán Bács (<i>NUPS</i>)  "Dynamic Matrix Method Based on Information Theory in Analysis and Assessment in Counter- Terrorism"</td> <td>Viktor Dénes Huszár (<i>NUPS</i>)  "Distributed Intelligence – Cyber warfare application possibilities of computer vision and artificial intelligence"</td> <td>Pedro Javier Rojas Guevara – Juan Manuel Devia Arias (<i>Colombian Army</i>)  "Art and operational design in the transformation process from the Colombian Army"</td> </tr> </table>	Mark Raney ( <i>JSOU</i> ) Ben Zweibelson ( <i>JSOU, Contractor</i> ) Karena Kyne ( <i>Lancaster University</i> ) Nathan Schwagler ( <i>JSOU, Contractor</i> )  "Don't Be Puzzled By Military Design"	Dr. Zoltán Bács ( <i>NUPS</i> )  "Dynamic Matrix Method Based on Information Theory in Analysis and Assessment in Counter- Terrorism"	Viktor Dénes Huszár ( <i>NUPS</i> )  "Distributed Intelligence – Cyber warfare application possibilities of computer vision and artificial intelligence"	Pedro Javier Rojas Guevara – Juan Manuel Devia Arias ( <i>Colombian Army</i> )  "Art and operational design in the transformation process from the Colombian Army"
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12:00 AM – 1:00 PM	<b>Lunch break</b>				
1:00 PM – 1:30 PM	<b>NATO Keynote</b> – <i>Sponsored by NATO</i> <i>"Military Applied Design and NATO – Opportunities and Challenges"</i>				
1:30 PM – 1:40 PM	<b>Break</b>				
	<b>Workshop Cluster 2.</b>				
1:40 PM – 4:10 PM	<table border="0"> <tr> <td>Brian "Ponch" Rivera (<i>Co-Creator of The Flow System™</i>) – Professor Dave Snowden (<i>Cognitive Edge</i>) "Decision Making in Context – Linking the Cynefin Framework with OODA"</td> <td>Workshop 1 <i>Design challenge identified by Host Nation</i></td> <td>Workshop 2 <i>Design challenge identified by NATO</i></td> </tr> </table>	Brian "Ponch" Rivera ( <i>Co-Creator of The Flow System™</i> ) – Professor Dave Snowden ( <i>Cognitive Edge</i> ) "Decision Making in Context – Linking the Cynefin Framework with OODA"	Workshop 1 <i>Design challenge identified by Host Nation</i>	Workshop 2 <i>Design challenge identified by NATO</i>	
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4:20 PM – 5:00 PM	<b>Closing ceremony</b>				



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