

# OODA Loop

Observe – Orient – Decide – Act – (Repeat)

The OODA loop is a decision making model that cycles through observation, orientation, decision and action. The impact of action is then observed and the cycle repeated. This model can also be used to examine how far a decision process has progressed, or to discover if there is particular stage at which a decision maker tends to experience difficulties.

- *The Essence of Winning and Losing (Boyd, 1995)*

## Observe

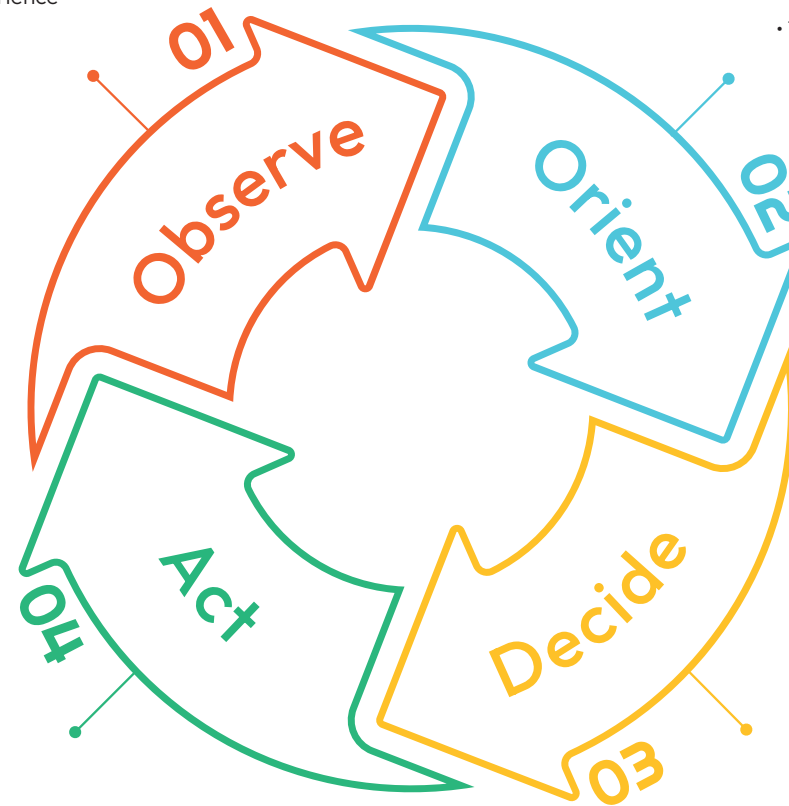
Information from and experience of:

- The wider environment
- The organisation and colleagues
- Internal experience

## Orient

Turn information into knowledge through mental models and frames of reference based on:

- Experience
- Training & Expertise
- Tools & techniques • Assumptions



## Decide

Decision making models:

- Rational
- Intuitive
- Creative

Decision making processes:

- Autonomous
- Consultative
- Collaborative

## Act

Action:

- Unilateral
- Shared
- Delegated