

Principles of War

Wing Commander

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09 Feb 2020

1116h

There exists a small number of fundamental principles of war, which may not be deviated from without danger, and the application of which, on the contrary, has been in all times crowned with glory.

... Jomini, *Precis de l' Art de la Guerre*, 1838

1. **Selection and Maintenance of Aim.** The aim is expressed as an intention, purpose or end state. It should be selected carefully, defined clearly and stated simply and directly. Once selected, it must be maintained.
2. **Maintenance of Morale.** Morale is one of the more important elements of war. High morale fosters the offensive spirit and the will to win.
3. **Offensive Action.** Offensive action is the chief means of achieving victory. It results from offensive spirit and helps in the seizure and maintenance of initiative.
4. **Surprise.** Surprise implies catching the enemy off balance thereby forcing him to give up in circumstances unfavourable to him.

5. Concentration of Force. Concentration of superior force at the chosen place and time ensures success in battle.

6. Security. Security relates to the physical protection of ground, troops, equipment, material and documents. It also involves denial of information.

7. Economy of Effort. Economy of effort connotes balanced deployment and judicious employment of forces to ensure success with minimum casualties.

8. Flexibility. Flexibility is the capability to react appropriately to changing situations.

9. Cooperation. All agencies involved have to work jointly towards achievement of the overall aim to achieve success in war. Jointmanship leads to cooperation; cooperation produces synergy.

10. Administration. Placing the resources required at the right place and time to help commanders at all levels to achieve their respective objectives is the function of administration.

11. Intelligence. This is an addition to the widely accepted principles of war because of its pre-eminence in any future conflict. Military Intelligence involves acquisition and exploitation of information about the enemy. Informatics plays a major role in ensuring that intelligence is available in time and in the desired form.

The Principles of War applied to Business

1. **Selection and Maintenance of Aim.** A decisive statement of purpose is a must for a start up to grow as a giant
2. **Maintenance of Morale.** A motivated employee commits to the company
3. **Offensive Action.** First to market. Disrupt the market
4. **Surprise.** Penetrating the market aggressively

- 5. Concentration of Force.** Strengthen your strengths. Weaken your weaknesses. Focus on your core competencies.
- 6. Security.** Security relates to the physical protection of your talent pool by looking after their needs.
- 7. Economy of Effort.** Focus on the effort that gives result. Assess the risks and tread carefully.
- 8. Flexibility.** Be alert and agile to absorb market dynamics.

- 9. Cooperation.** Collaborate to create a win win scenario to achieve synergy.
- 10. Administration.** Ensure smooth operations with effective administrative and logistic support.
- 11. Intelligence.** Protect your trade secrets while be informed of competitors' market strategies.

1. In a military campaign or in a business setup,
the basics of leadership are to influence a team to get the
job done by providing
purpose
direction
motivation
2. Purpose pursues the outcome
Direction keeps the team on track
Motivation drives !