

Modeling Trustworthy Communications

The **OODA Loop** is a decision-making model designed by Colonel John Boyd (U.S. Air Force). It is useful for building trust and as a rapid response tool for medical, public health, and science professionals.

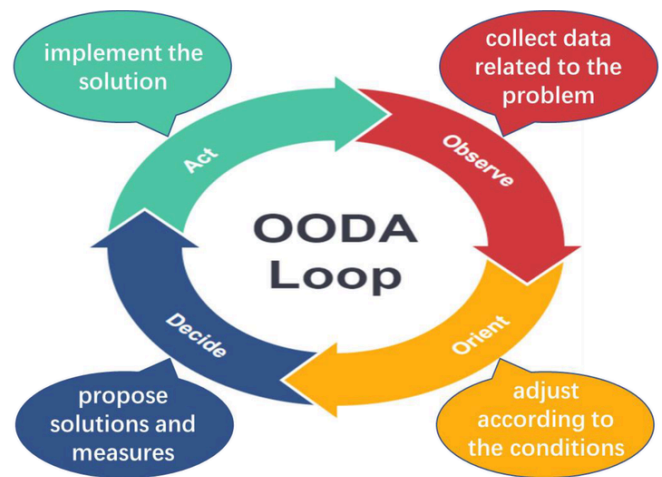


ILLUSTRATION: WANG, ET.AL, SENSORS. 2021

Use the *OODA Loop* to build trust in real-time and address falsehoods



OBSERVE

Strengthen relationships through listening and ongoing engagement.

What insights can you gather from your constituents?



ORIENT

Gain perspective to outpace falsehoods and/or mistrust before it spreads.

What modifications to your message are necessary to connect, build trust, and advance truth?



DECIDE

Address concerns in real-time.

What are the most expedient and compelling ways to deliver your message(s)?



ACT

Earn trust by implementing and adapting your trust-building actions.

What immediate steps can you take to advance trust?