

ART 5.7 Integrate Inform and Influence Activities

Staffs apply the science of control to support the commander’s tasks by conducting inform and influence activities. This information task supports and enhances current joint information operations doctrine. It not only focuses on the adversary, but it expands to focus on all audiences within the information environment—friendly, neutral, adversary, and enemy. Staffs integrate the task—integrate inform and influence activities—into the staff process. (USACAC)
 Note: Inform and influence activities is the integration of designated information-related capabilities in order to synchronize themes, messages, and actions with operations to inform U.S. and global audiences; influence foreign audiences; and affect adversary and enemy decisionmaking. (FM 3-13)

NO.	Scale	Measure
01	Yes/No	Unit developed inform and influence activities planning and integration requirements in support of the commander’s intent.
02	Yes/No	Unit nested inform and influence activities planning and integration objectives with commander's intent.
03	Yes/No	Unit integrated analysis of the information environment to exploit opportunities.
04	Yes/No	Unit integrated analysis of the information environment as well as friendly capabilities and intentions to identify and isolate potential vulnerabilities to friendly information, information systems, and decisionmaking.
05	Yes/No	Unit integrated operations security into the operational scheme of maneuver.
06	Yes/No	Unit integrated military information support operations and military information support elements into the operational scheme of maneuver.
07	Yes/No	Unit integrated military deception into the operational

		scheme of maneuver.
08	Yes/No	Unit integrated public affairs and public affairs elements into the operational scheme of maneuver.
09	Yes/No	Unit integrated Soldier and leader engagements into the operational scheme of maneuver.
10	Yes/No	Unit integrated inform and influence activities into the operational scheme of maneuver.
11	Yes/No	Unit developed inform and influence activities measures of performance.
12	Yes/No	Unit developed inform and influence activities measures of effectiveness.
13	Yes/No	Unit achieved the desired effects against targeted automated or human decisionmaking.
14	Yes/No	Unit achieved the desired effects against targeted information and information systems.
15	Yes/No	Unit achieved levels of protection against or mitigated enemy or adversary attacks on friendly decisionmaking, information, and information systems.
16	Time	To initiate and conduct inform and influence activities planning in support of decisive action.
17	Time	To achieve desired effects within the area of operations.
18	Percent	Of inform and influence activities targets compared to all targets in the target synchronization matrix.
19	Percent	Of outcomes that reinforce intended consequences.
20	Percent	Of outcomes that mitigate unintended consequences.
21	Number	Of enemy, adversary, neutral, or other decisionmaking, information, and information systems evaluated as candidates for information operations.

Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
71-2-5311	Integrate Soldier and Leader Engagement into Small Unit Operations	71 - Combined Arms	Company

		(Collective)	
71-6-5300	Conduct Inform and Influence Activities (Battalion - Brigade)	71 - Combined Arms (Collective)	Brigade
71-8-0013	Assess the Information Environment (Battalion - Corp)	71 - Combined Arms (Collective)	Corps
71-8-0014	Develop Inform and Influence Activities Plan (Battalion - Corps)	71 - Combined Arms (Collective)	Corps
71-8-0016	Conduct an Inform and Influence Working Group(Brigade-Echelons Above Corps)	71 - Combined Arms (Collective)	Corps
71-8-0018	Nominate targets related to Inform and Influence Activities (Brigade - Corps)	71 - Combined Arms (Collective)	Corps
71-8-1119	Plan for Inform and Influence Activities (IIA) in Joint Environment to Support Information Operations (IO) (Division - Echelons above (Operational))	71 - Combined Arms (Collective)	Corps
71-8-5610	Conduct Information Operations (IO)(Division Echelon and Above [Operational])	71 - Combined Arms (Collective)	Corps
71-9-3220	Conduct Attack on Targets Using Nonlethal Means (Division Echelon and Above)	71 - Combined Arms (Collective)	Echelons Above Corps