



Ginsu Hellfires
Cultures of Innovation
A discussion of Failure
and
Why this all Matters





THE WALL STREET JOURNAL.

US / MISSILE

Secret American Missile: 'the Flying Ginsu'

Yup, it has knives



By **Arden Dier**, Newser Staff
Posted May 9, 2019 4:17 PM CDT



56 comments



File photo of a 'regular' Hellfire missile being fired. (AP Photo/Wally Santana)

(NEWSER) – Ever heard of a missile that doesn't explode? That, the *Wall Street Journal* reports, is a key feature of a secret weapon adapted by the US military. It's a modified version of a Hellfire missile that hits pinpoint targets but doesn't explode on impact, meaning reduced damage and less risk of civilian casualties. The weapon, which the *Journal* likens to a "speeding anvil" falling out of the sky, is known as R9X. But it also has a nickname, "the flying Ginsu," inspired

by its hidden ring of six blades, which emerges just before impact and shreds anything it meets. The missile was in development as early as 2011—a similar weapon was reportedly considered in the plot to kill Osama bin Laden—but so far the *Journal* has found only two instances in which it's been used.

Essentially, the weapon is employed when a regular airstrike on a high-value target would pose a risk to innocent bystanders. Aware that the US would want to avoid civilian casualties, terrorists routinely hide in places with women and children. With the R9X, the US can minimize the risk. After the CIA used the R9X to kill an al-Qaeda terrorist traveling by car in Svria in 2017, for example, [photos showed](#) a large hole in the vehicle's roof, along with _____

Daily **Mail**
.com

The US missile that minces jihadis: CIA develops terrifying 'Ninja' drone weapon that deploys SIX deadly blades instead of explosives to chop enemies apart

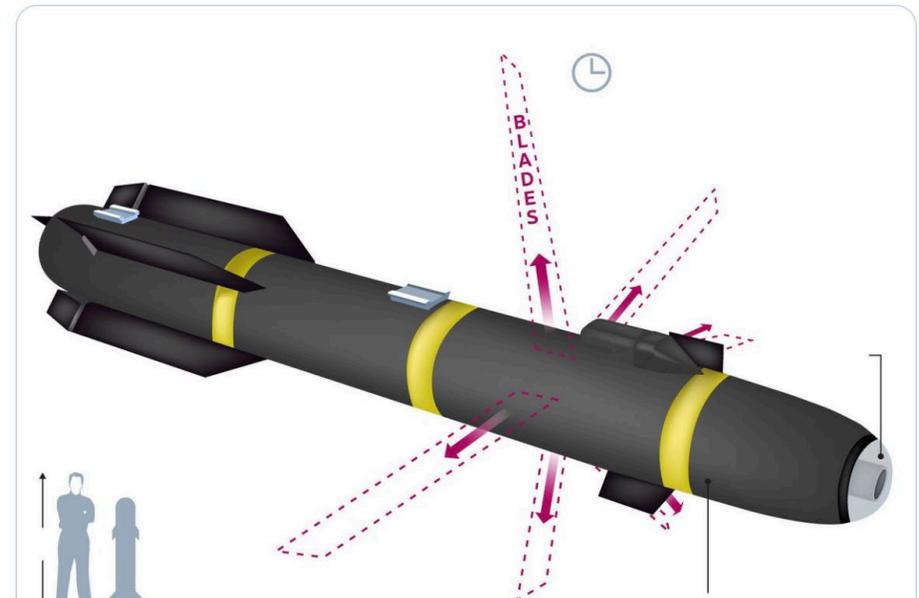


Charles Lister ✓
@Charles_Lister

NEW - @WSJ confirms the @CIA & @DeptofDefense have a new "secret" missile - the R9X, or "flying Ginsu" - which kills a selected target with 6 blades, but no explosive payload.

-- "To the targeted person, it's as if a speeding anvil fell from the sky."

[wsj.com/articles/secre...](https://www.wsj.com/articles/secret-missile-r9x)





Goatboy @Goatboy_ · May 9

Replying to @Charles_Lister @WSJ and 2 others

Ever heard of the Gobbler Guillotine?



Proper Tuning Steps for GIANT DECAPITATING TURK...
follow these simple steps to get the decapitaing
turkey Broadheads like Magnus bullheads, xxecution...
[youtube.com](#)



INTELLIPUS @intellipus · May 9

Replying to @Charles_Lister @WSJ and 2 others

You know- you could do the EXACT same job with an AGM-114 as depicted in the image with an inert warhead. Its just a kinetic penetrator with a few zillion newtons of force behind it. Imaginary pop-open blades aren't going to make it any more effective.



clayton green @cladglas · May 9

yep. to be really effective, it needs a pop-open chain saws!



Michael Elleman

@EllemanIISS

Replying to @Charles_Lister @WSJ and 2 others

My 8-year-old recommended this concept after watching video of a helicopter crash; thought the rotating blades would make a cool video-game weapon.

3:03 PM · May 9, 2019 · [Twitter Web App](#)

13 Likes



Modern day megaladon @rathat99 · May 9



Replying to [@Charles_Lister](#) [@WSJ](#) and 2 others

That is awesome



1



Jason Brooks @brookskcbsradio · May 9



Replying to [@Charles_Lister](#) [@WSJ](#) and 2 others

If you ever wondered what it would be like to have a huge blender fall on you.....



1



[1 more reply](#)



Andy O'Neill @ONeill4real · May 9



Replying to [@Charles_Lister](#) [@WSJ](#) and 2 others

It looks like something Wyle E Coyote would buy from Acme Weapons Co.



1



2



[1 more reply](#)



ragegun @_ragegun · May 9



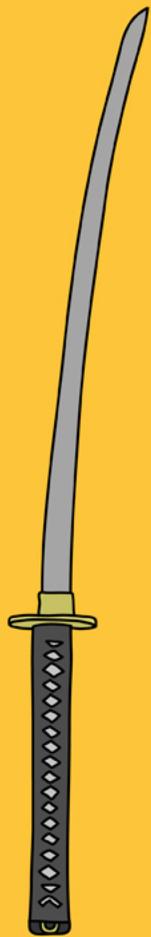
Replying to [@Charles_Lister](#) [@DaddyWarpig](#) and 3 others

Seems more like a ceiling fan fell from the sky than an anvil



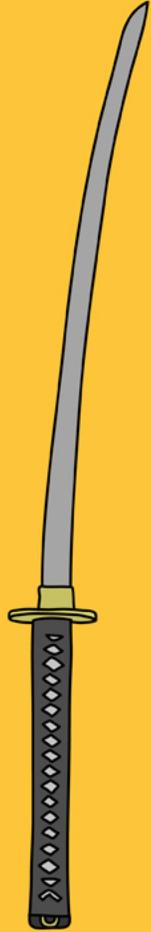
Ginsu?

Samurai sword





samurai sword

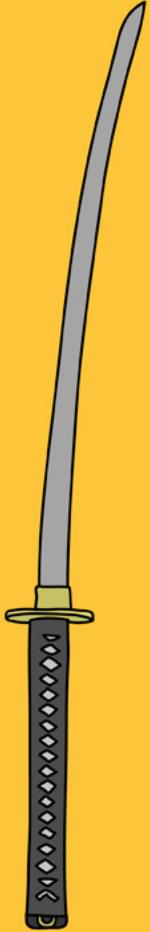


ginsu knife

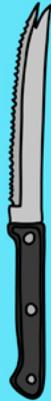




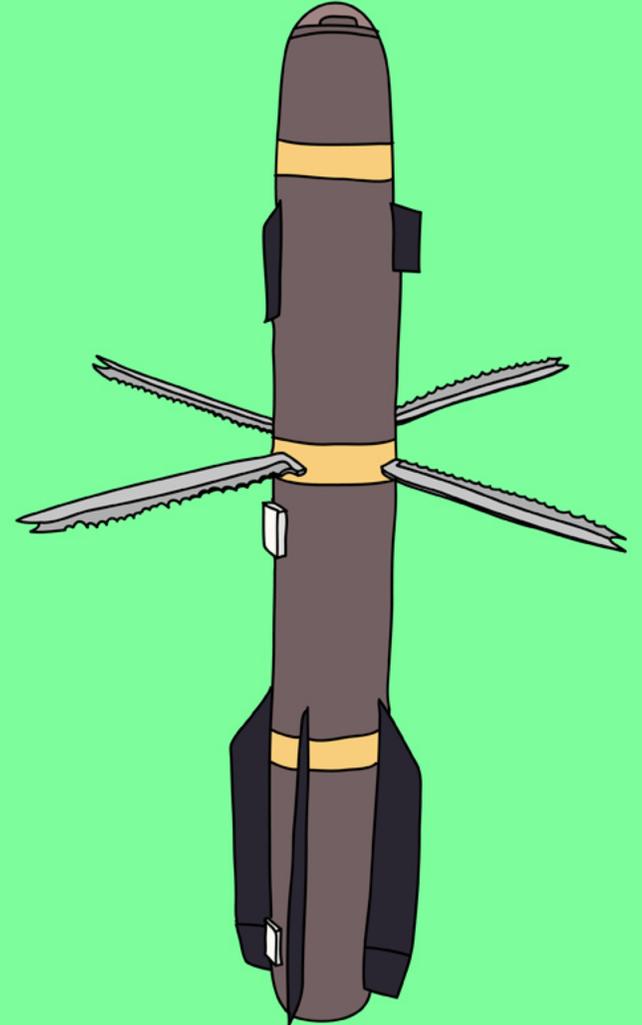
samurai sword

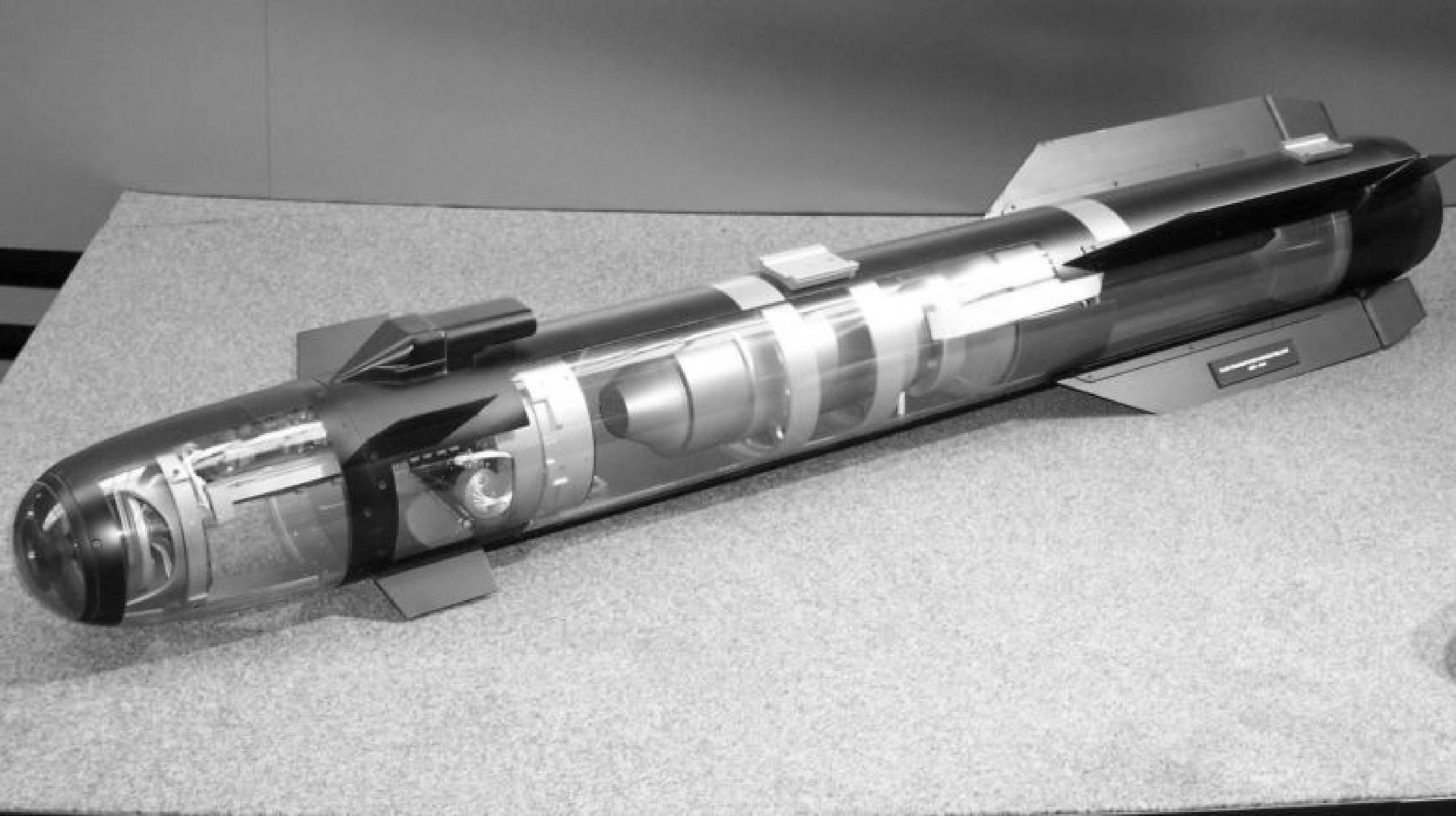


ginsu knife



ginsu missile





Symbols Are Power



"culture is the culmination
of symbols that
transmit behavior."

-Clifford Geertz

@gapingvoid

“Limits of our language are
the limits of our world”

Ludwig Wittgenstein, philosopher

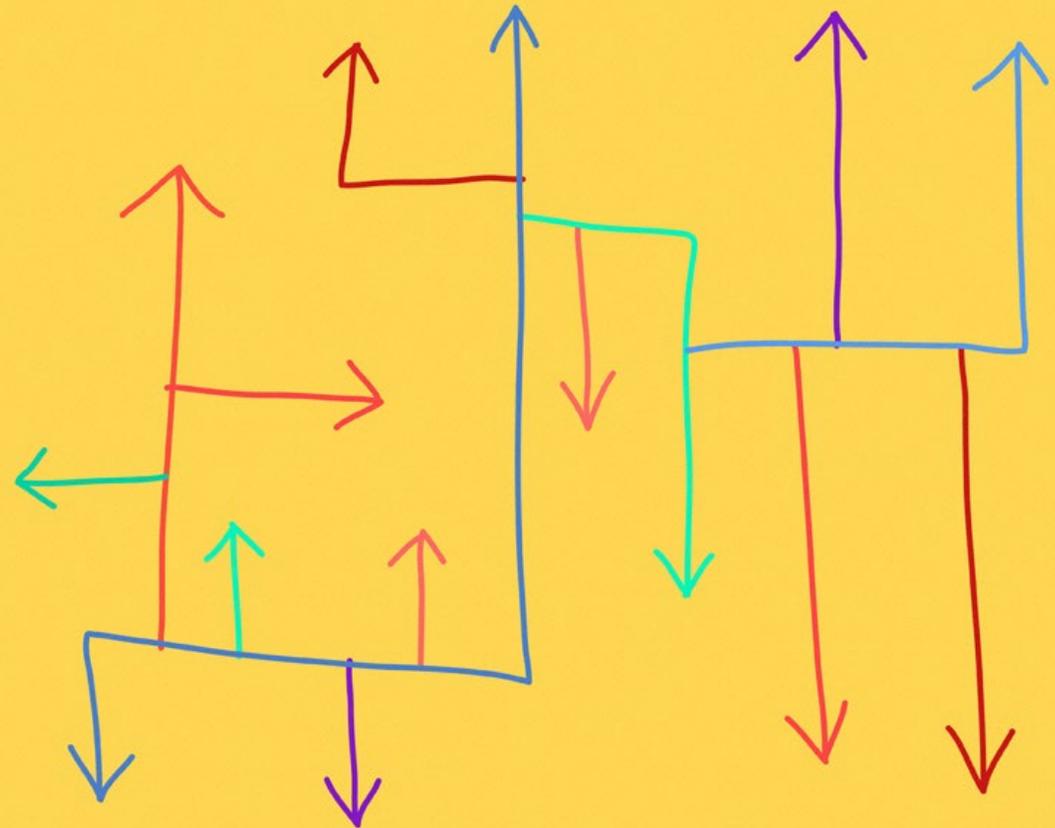
Successful Innovation is
about creating a culture
where ideas can thrive

Facilitated by
language

Spread through symbols
and artifacts

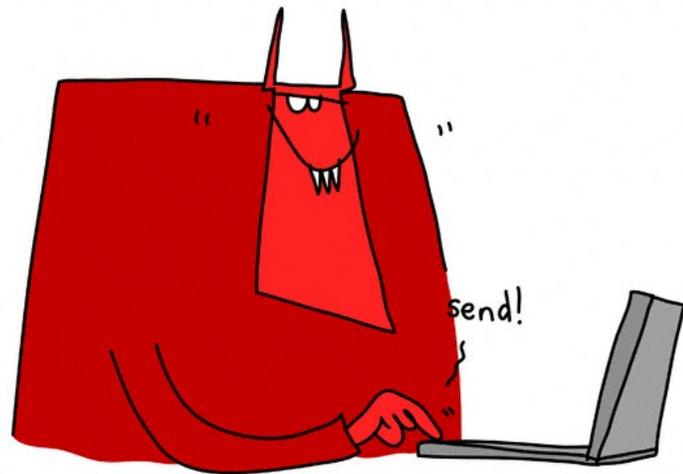
We believe that ideas spread
through
reports and emails

ideas that spread
win



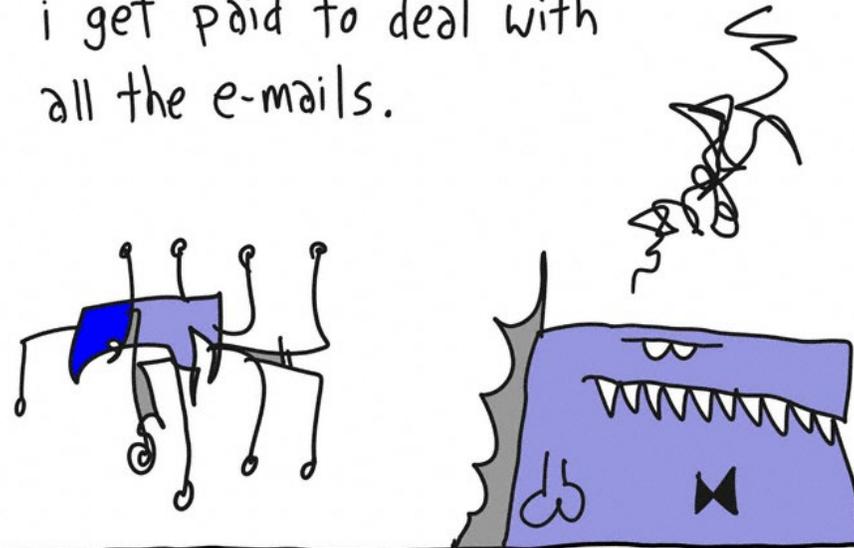
@gapingvoid

SATAN PREFERS E-MAIL.



@gapingvoid

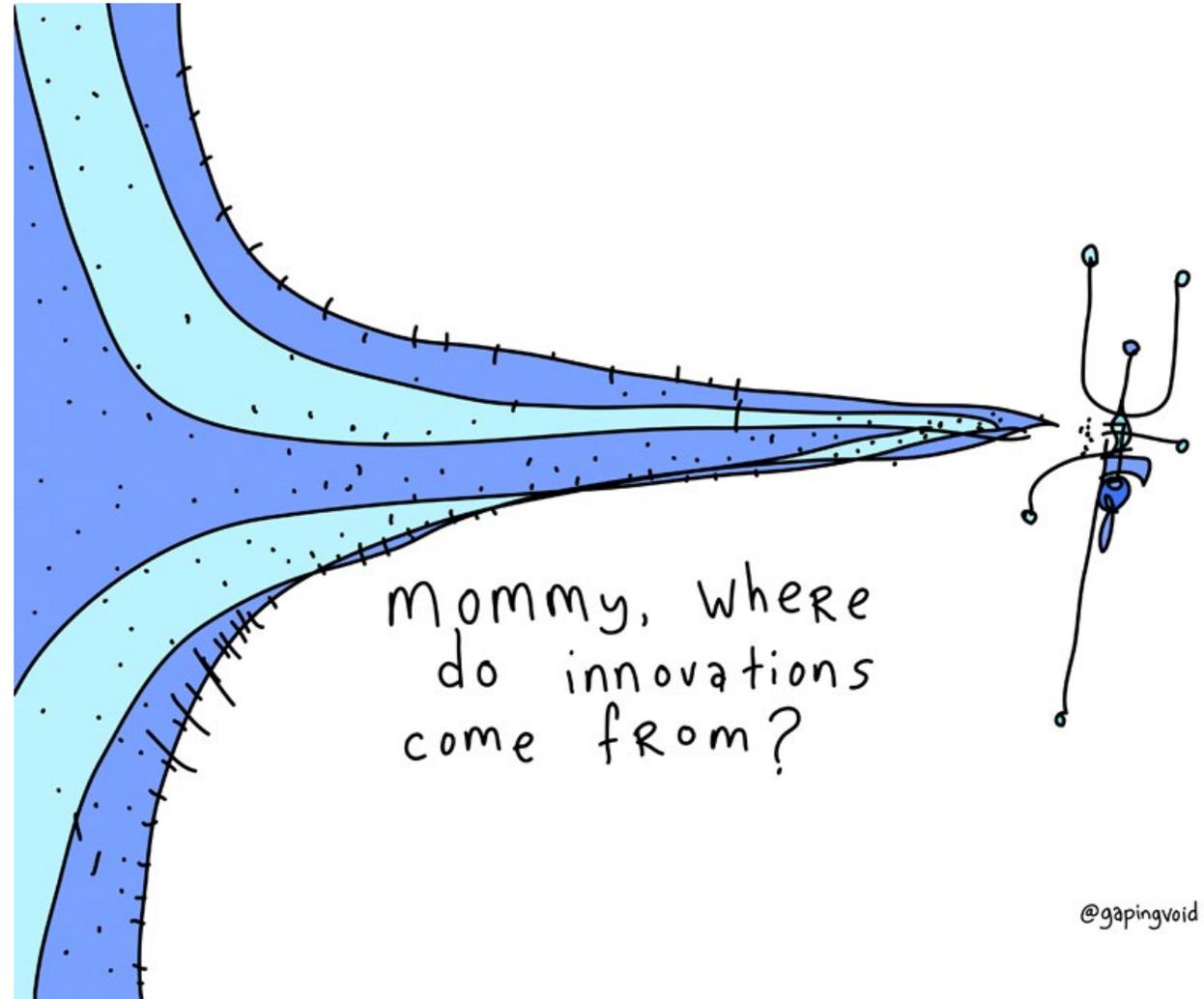
i do the work for free.
i get paid to deal with
all the e-mails.



@gapingvoid

Creating an Innovation Movement

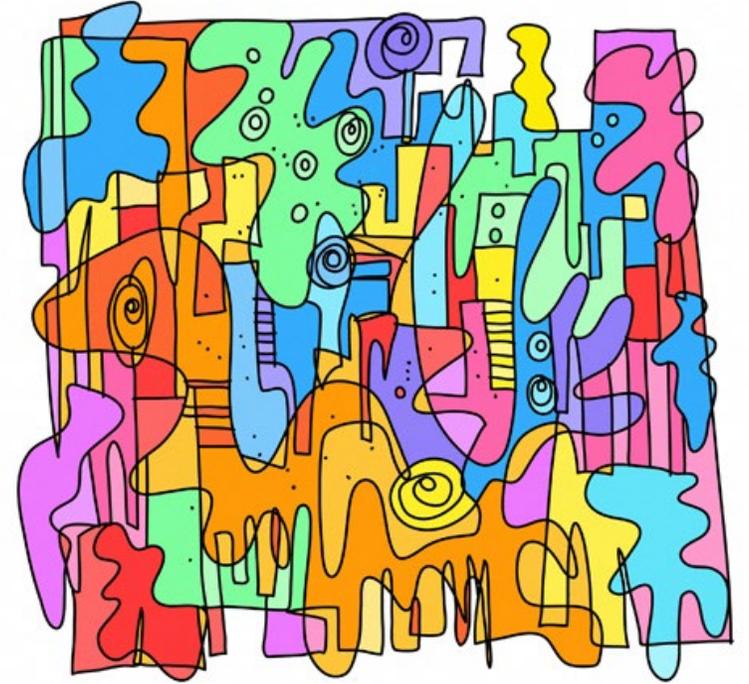
Starts with Culture
Norms and behaviors
So that innovation can
thrive.



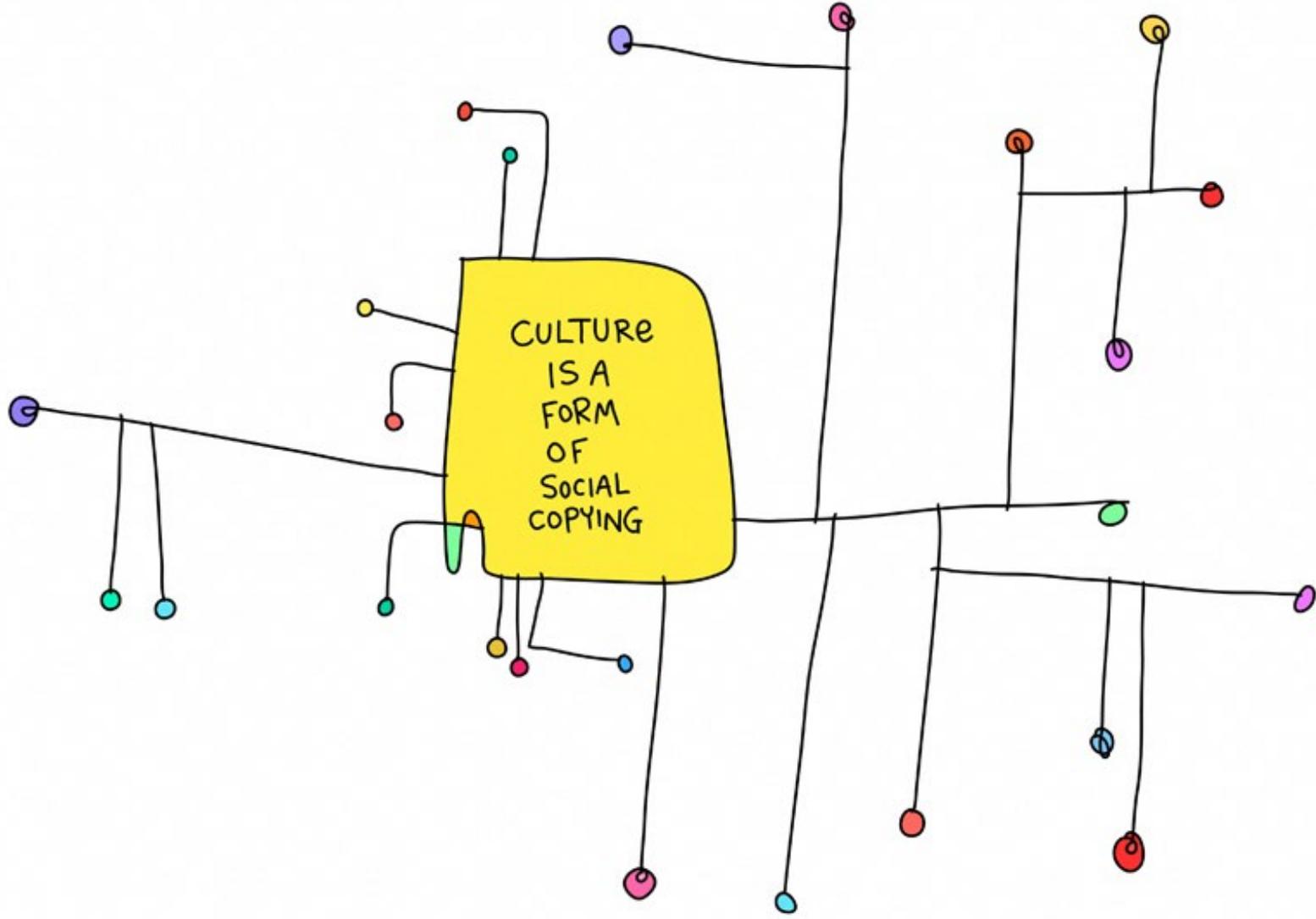
Culture: A Social Construct

CULTURE IS A
SOCIAL
CONSTRUCT

WHICH
EXPLAINS
ALL THE
MESS.



@gapingvoid

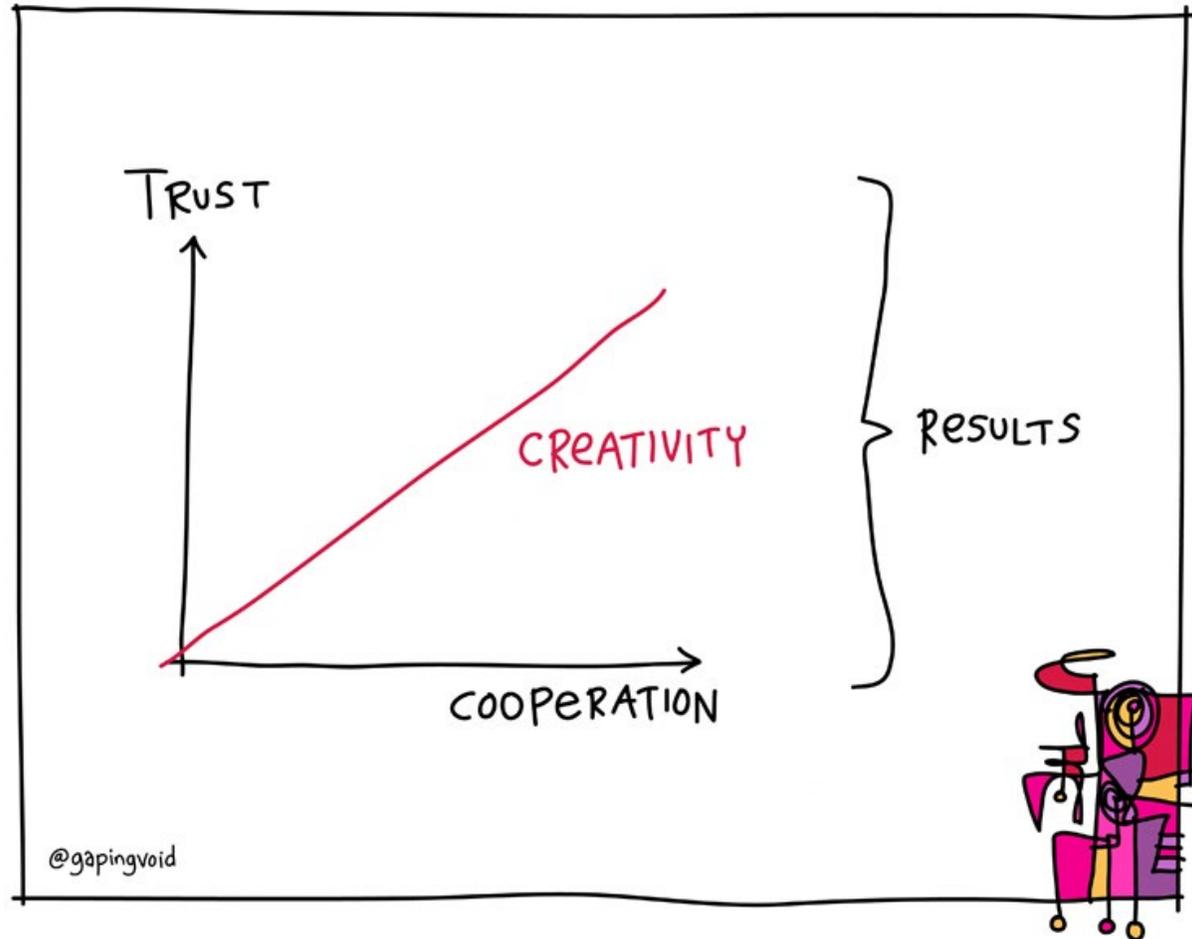


@gapingvoid

Relationships Between and Among us.

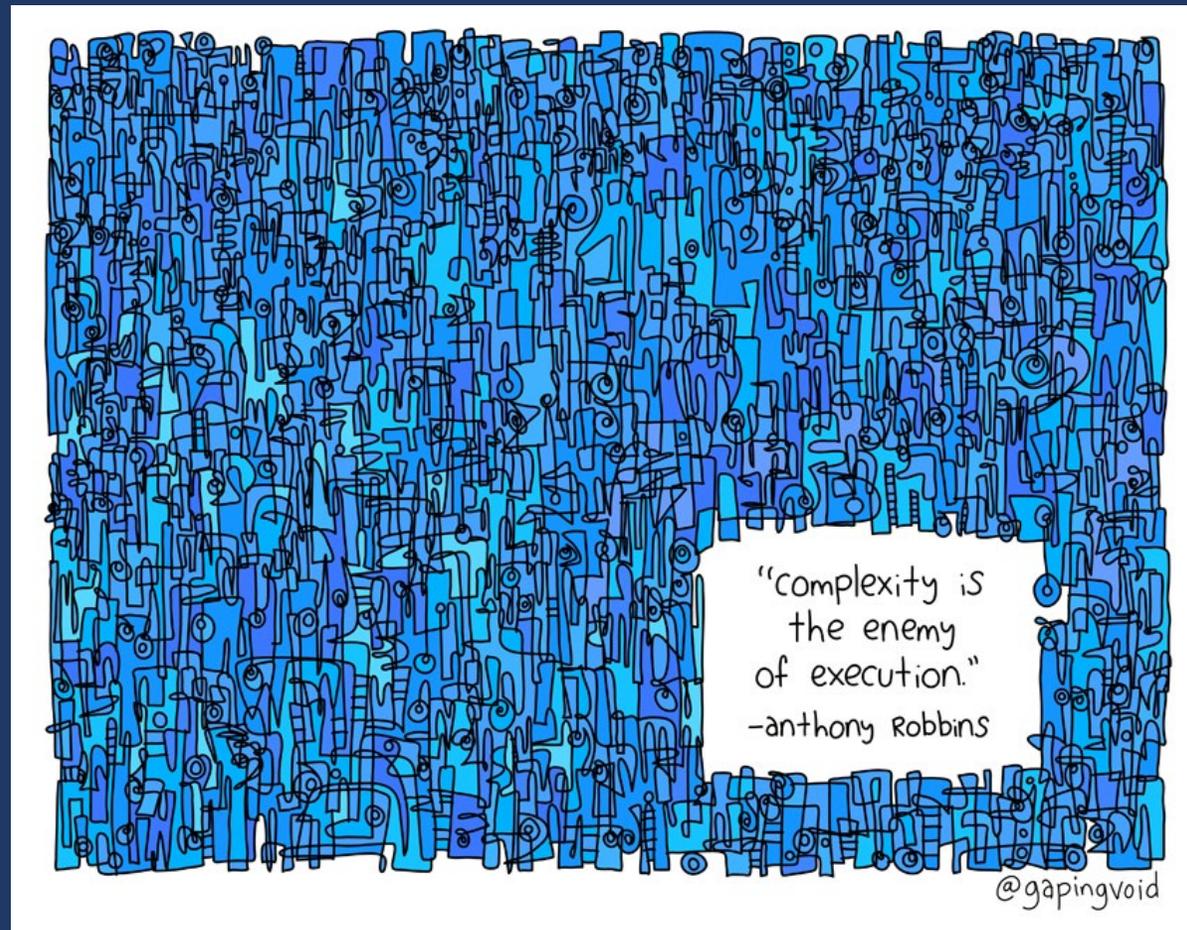


Human cooperation



Organizing Chaos

The Reduction of Complexity



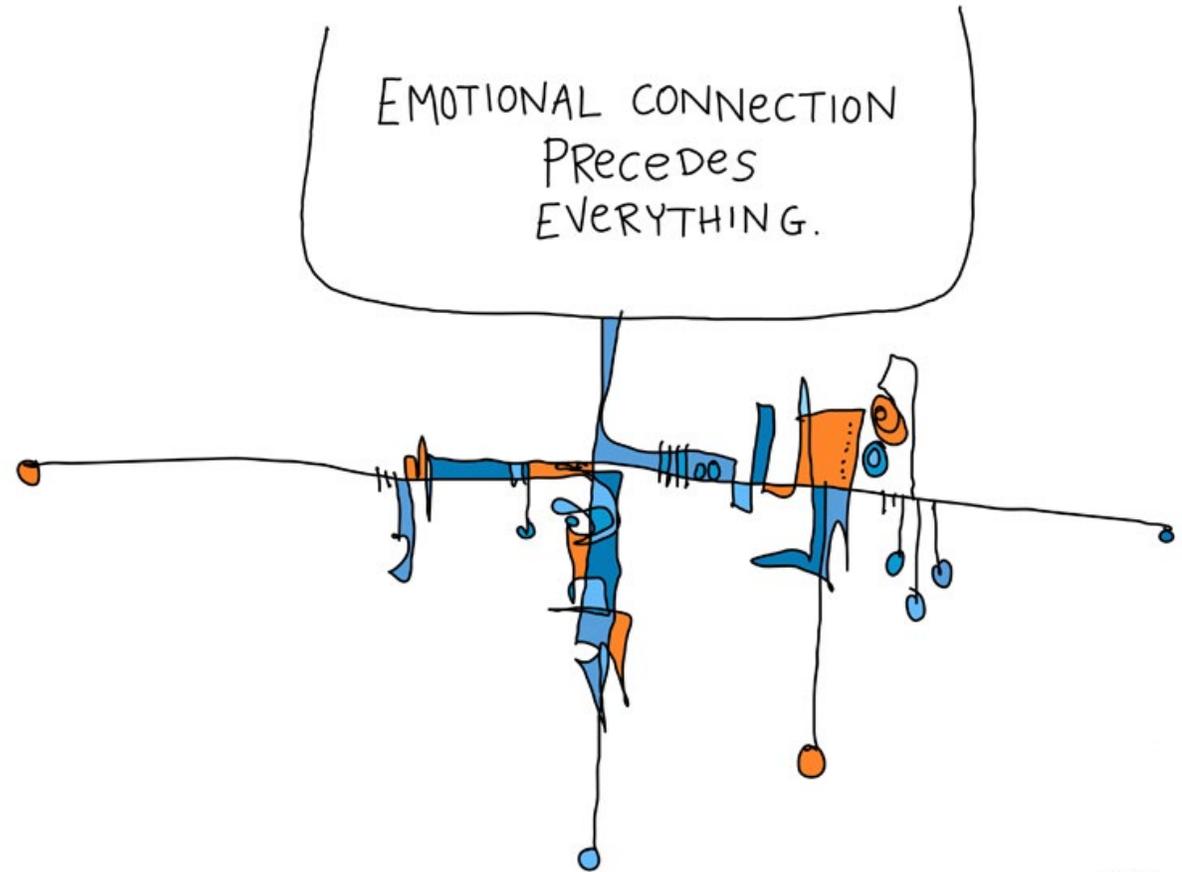
The Biggest Lie Told Today;

“All that matters is data”

“Most of us think of ourselves as thinking creatures who feel, but in fact, we are feeling creatures who think.”

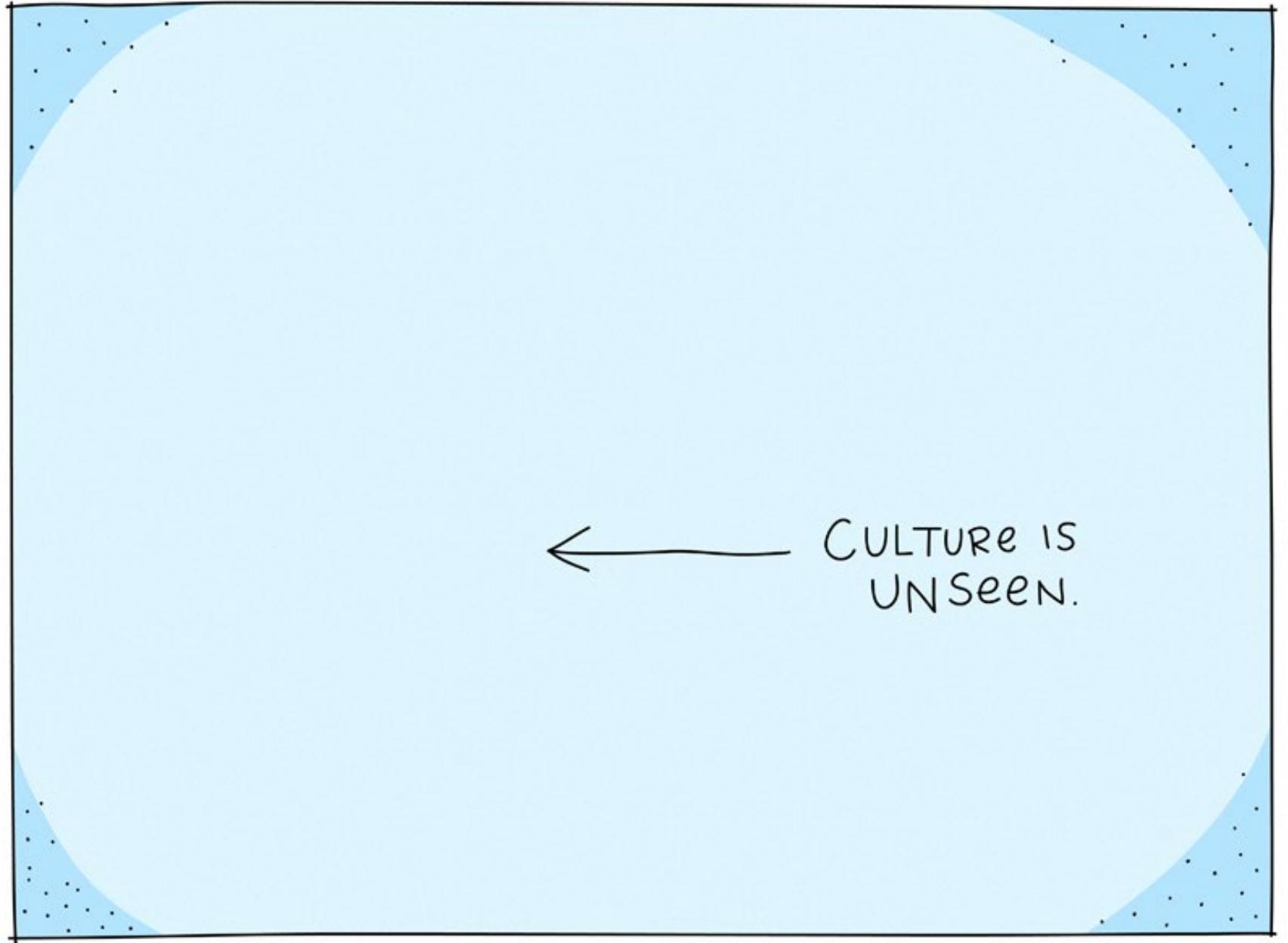
–Jill Bolte Taylor

Change (Innovation) is
based upon an
emotional connection
to a future beneficial
outcome



@gapingvoid

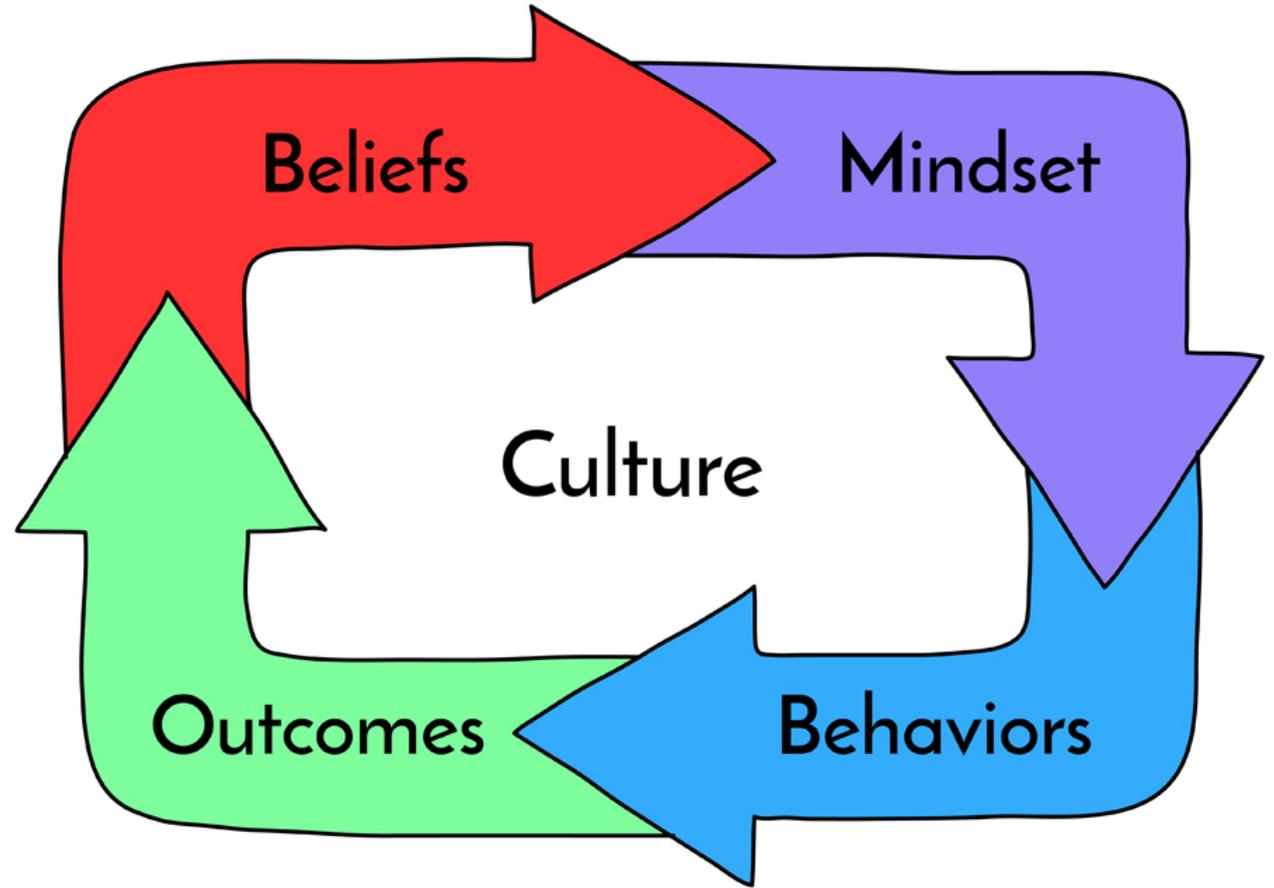
Unseen but felt by all



@gapingvoid

Culture Design Principles

CULTURE DESIGN V1



“Beliefs are what you have in the absence of facts”

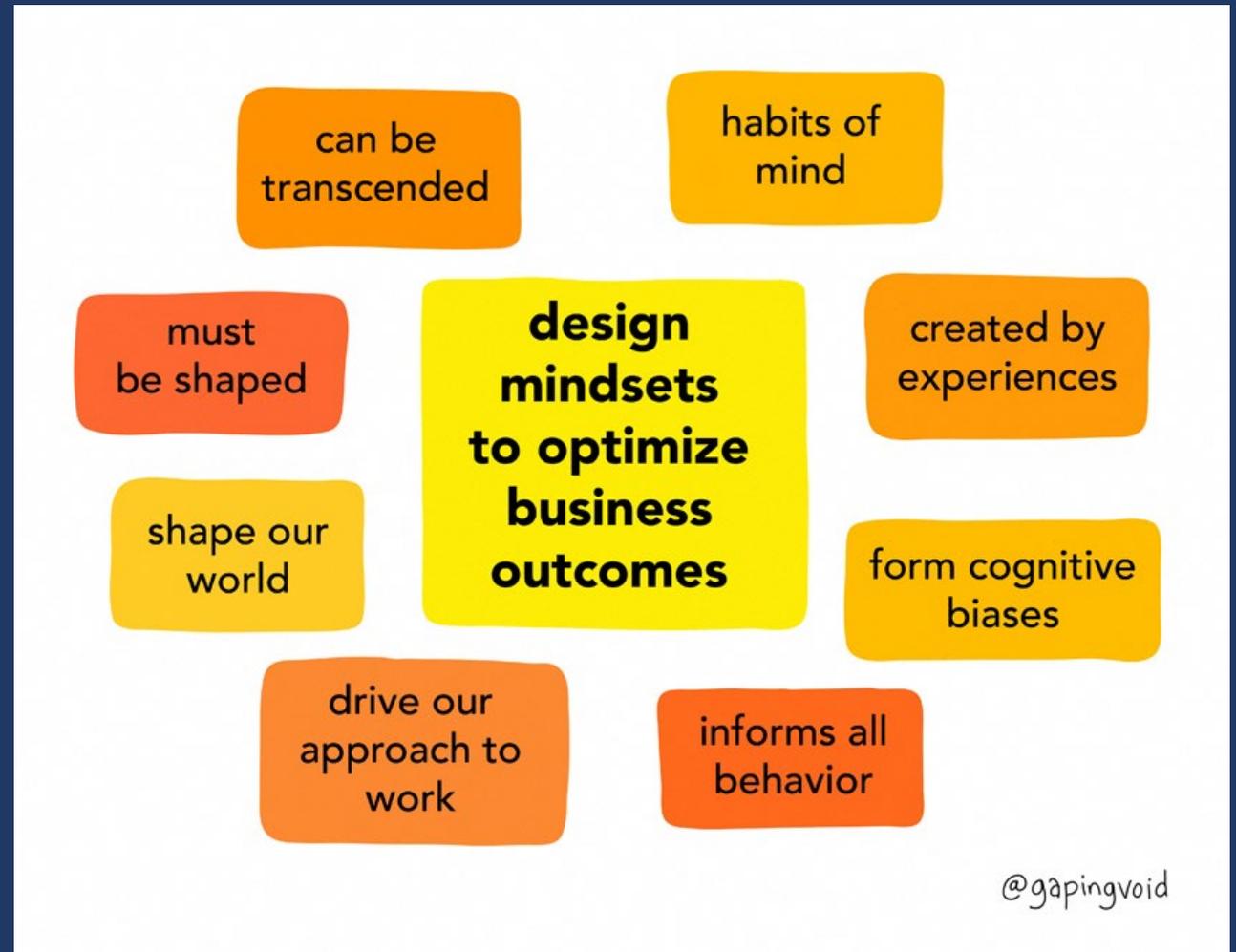
There is moral case for ‘factual’ beliefs

everything that is not
a law of nature

is a
shared belief

Thinking about our Mindsets

Fixed vs Growth- Carol Dweck



Psychological Safety

Freedom to play

Freedom to Collaborate

Freedom to experiment

Pro-Innovative
Mindsets

Freedom to ask:
What if/ Why not?

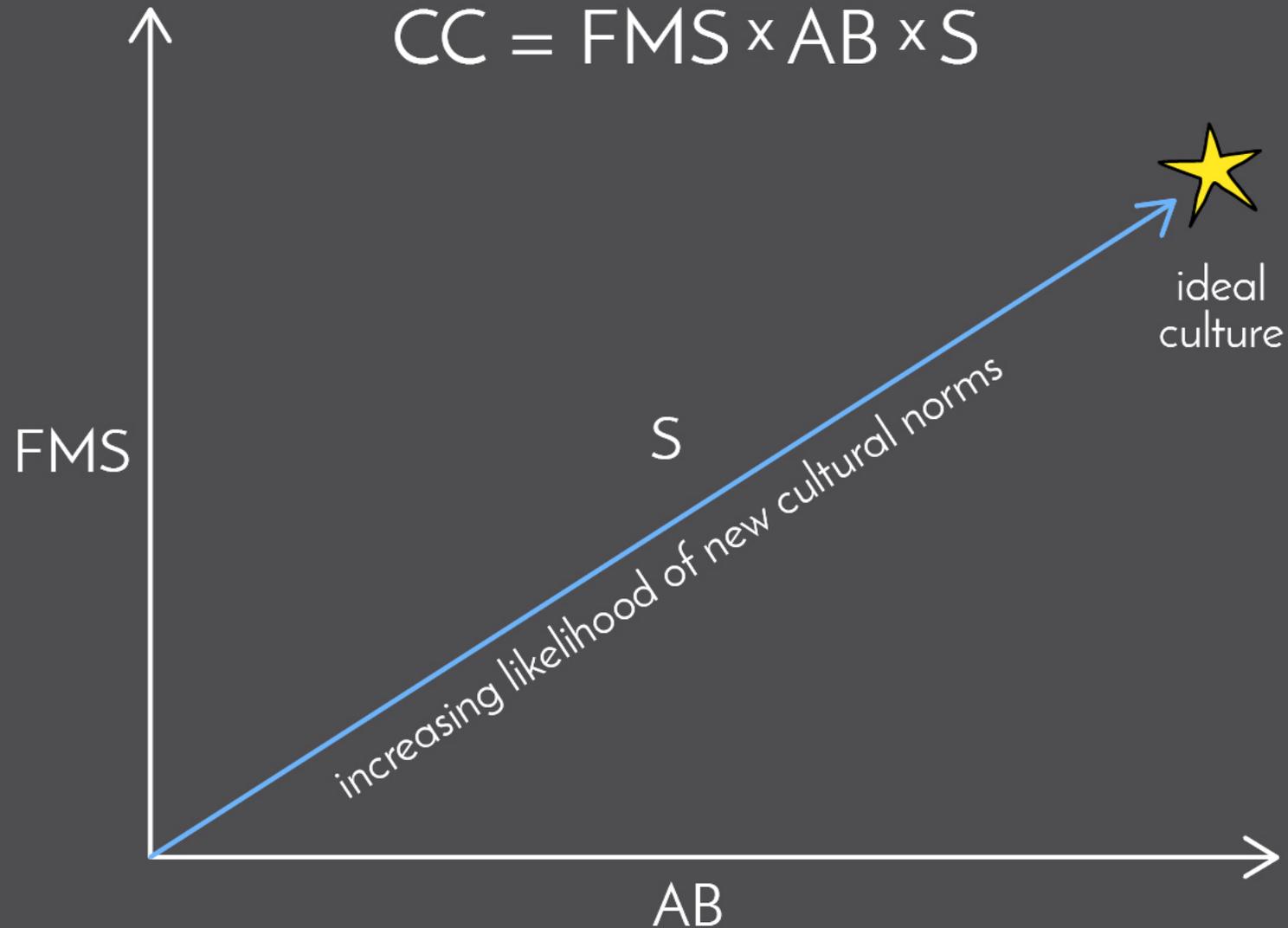
Freedom to Fail

Freedom from being judged

Freedom to connect – up and
down

Freedom from 'business as
usual'

gapingvoid culture change model

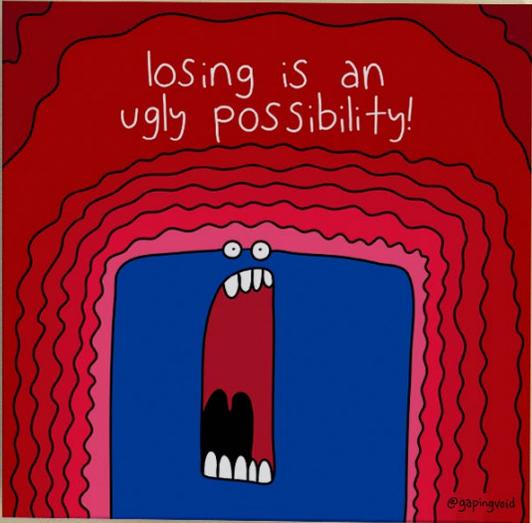


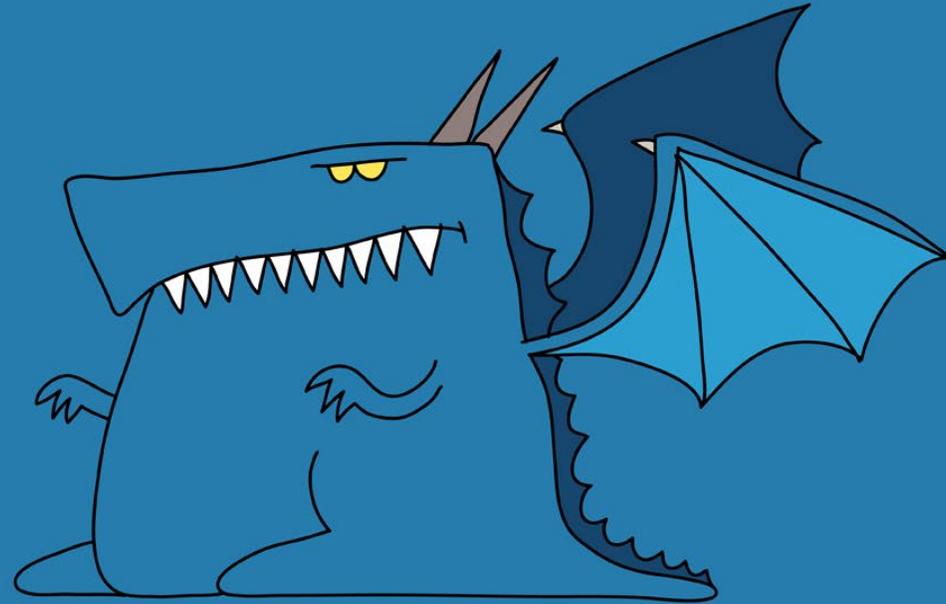
CC - Culture Change
FMS -Future Motivating State
AB -Articulated Beliefs
S - Socialization

*derived from BJ Fogg's behavior model... thank you BJ!



FMS





Edwards Innovation Manifesto

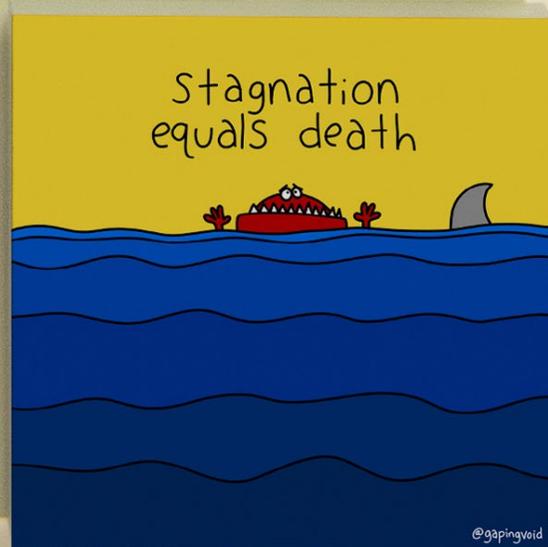
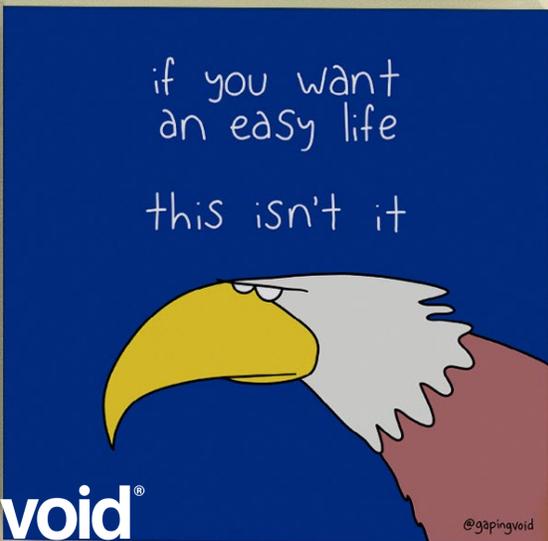
THE CENTER OF THE TESTING AND INNOVATION UNIVERSE

ILLUSTRATED & DESIGNED BY

gapingvoid[®]

The Culture Design Group

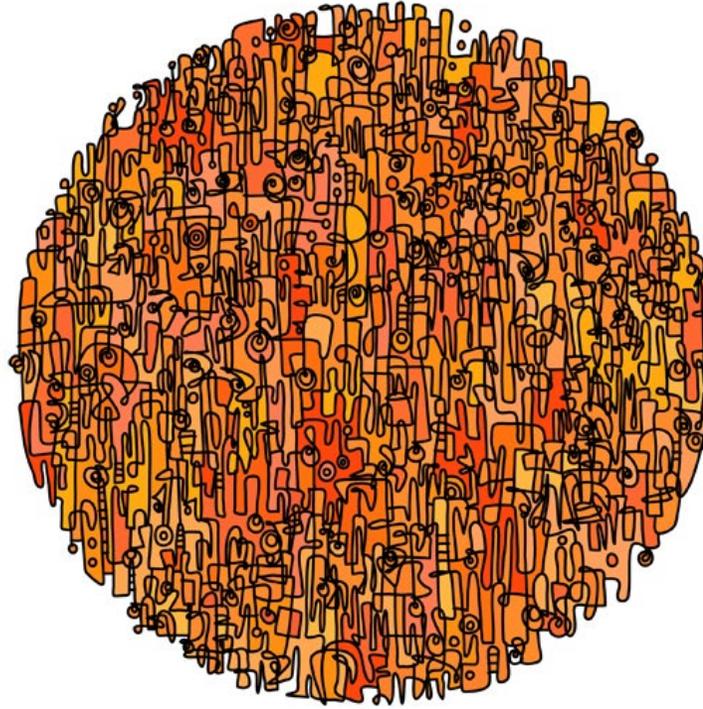
Articulated Beliefs







Be so clear
that:

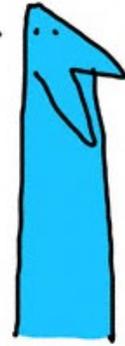


“people like us
do things
like this.”
-Seth Godin

@gapingvoid



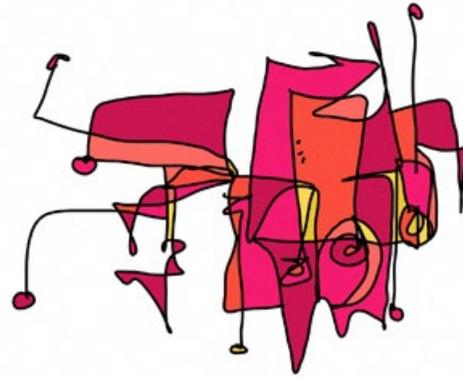
innovation
is
mindset.



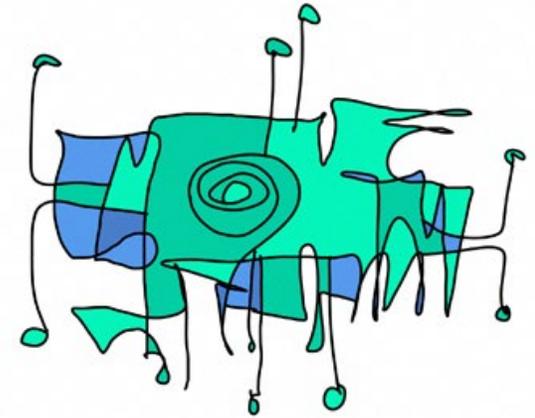
@gapingvoid

Failure

FAILURE IS
LIKE
SUCCESS.



BOTH ARE
TEMPORARY.



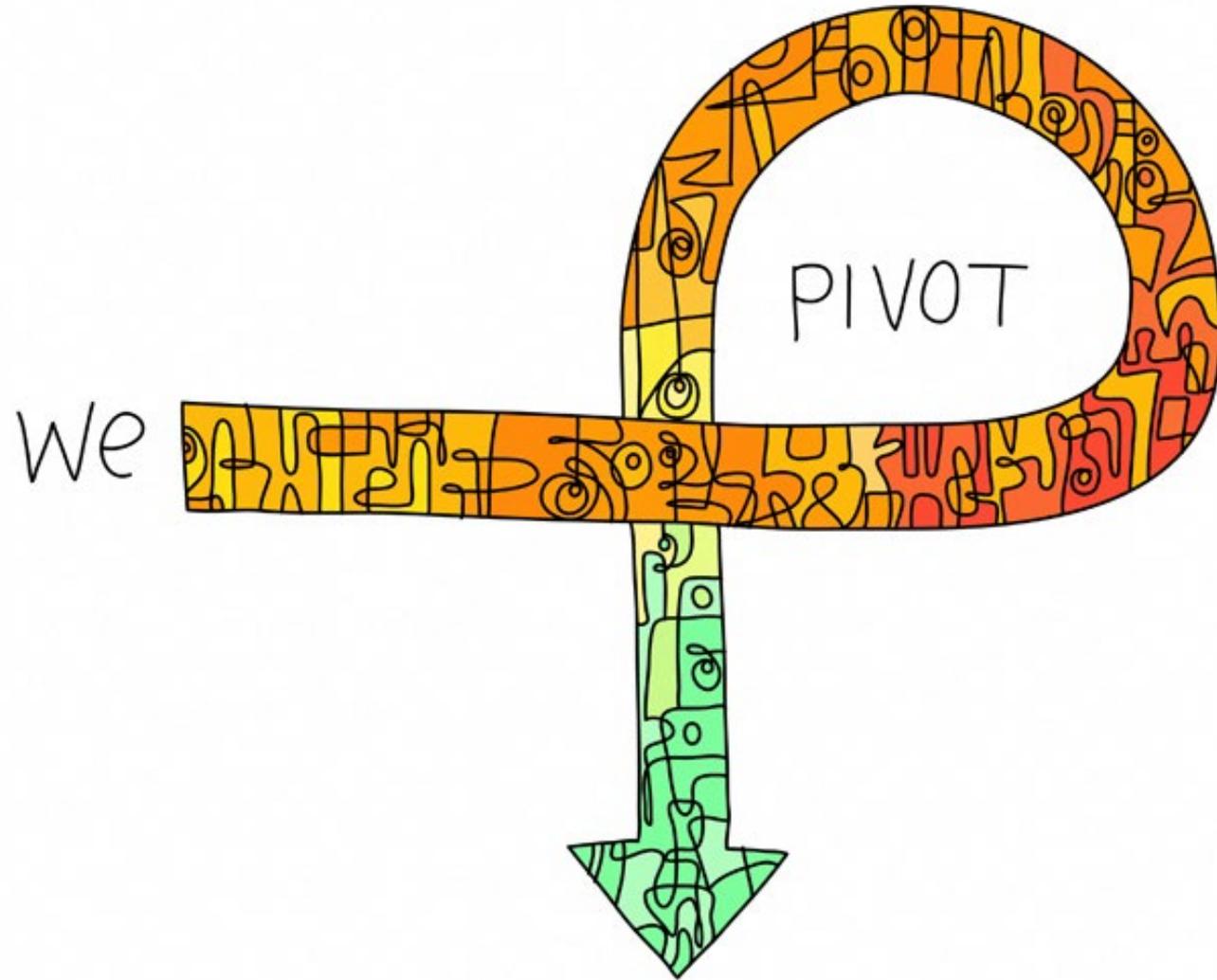
@gapingvoid

Failure is (one of) the Achilles heal of Air Force Innovation

How do we socialize that the right kind of failure is okay?
Or, even a willingness to have discussions

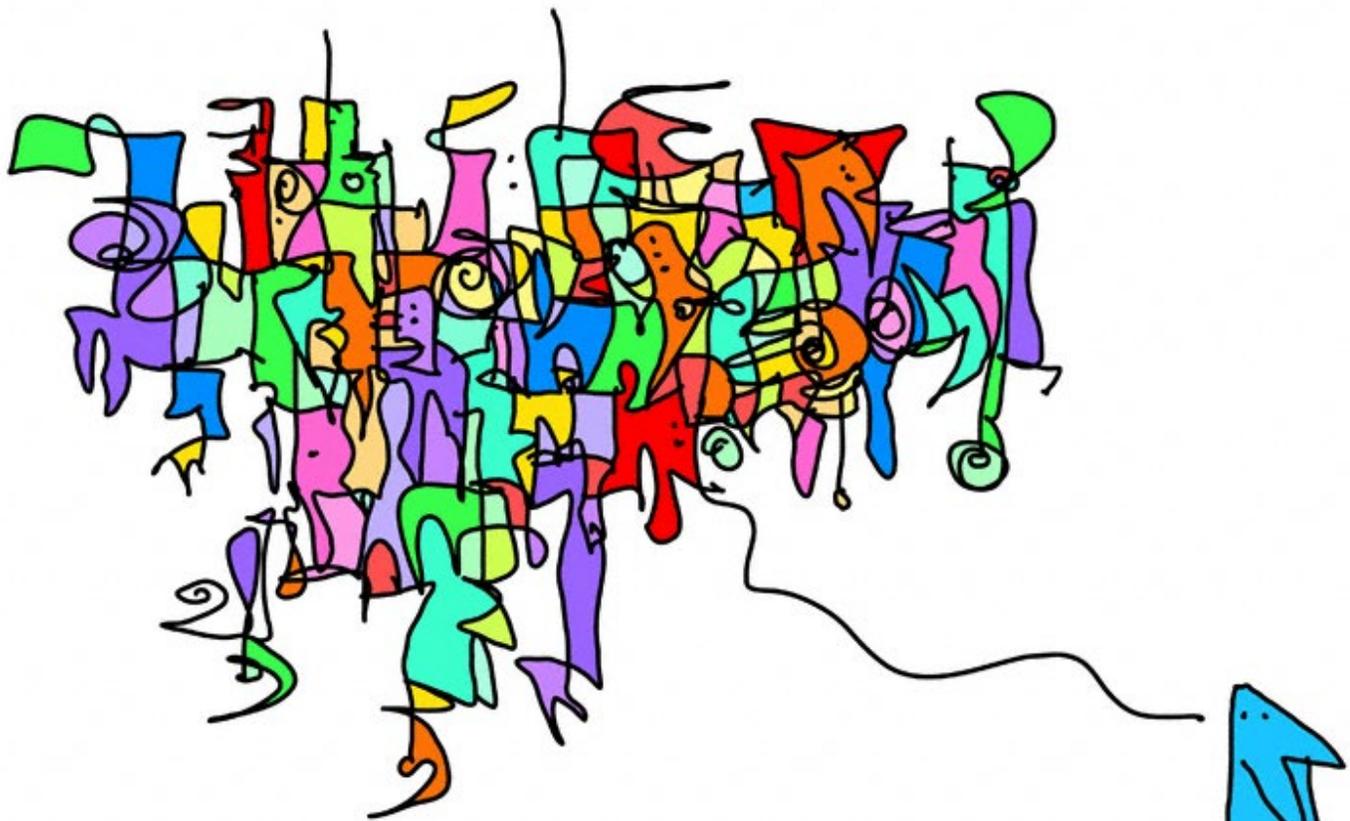
Museum of Failure





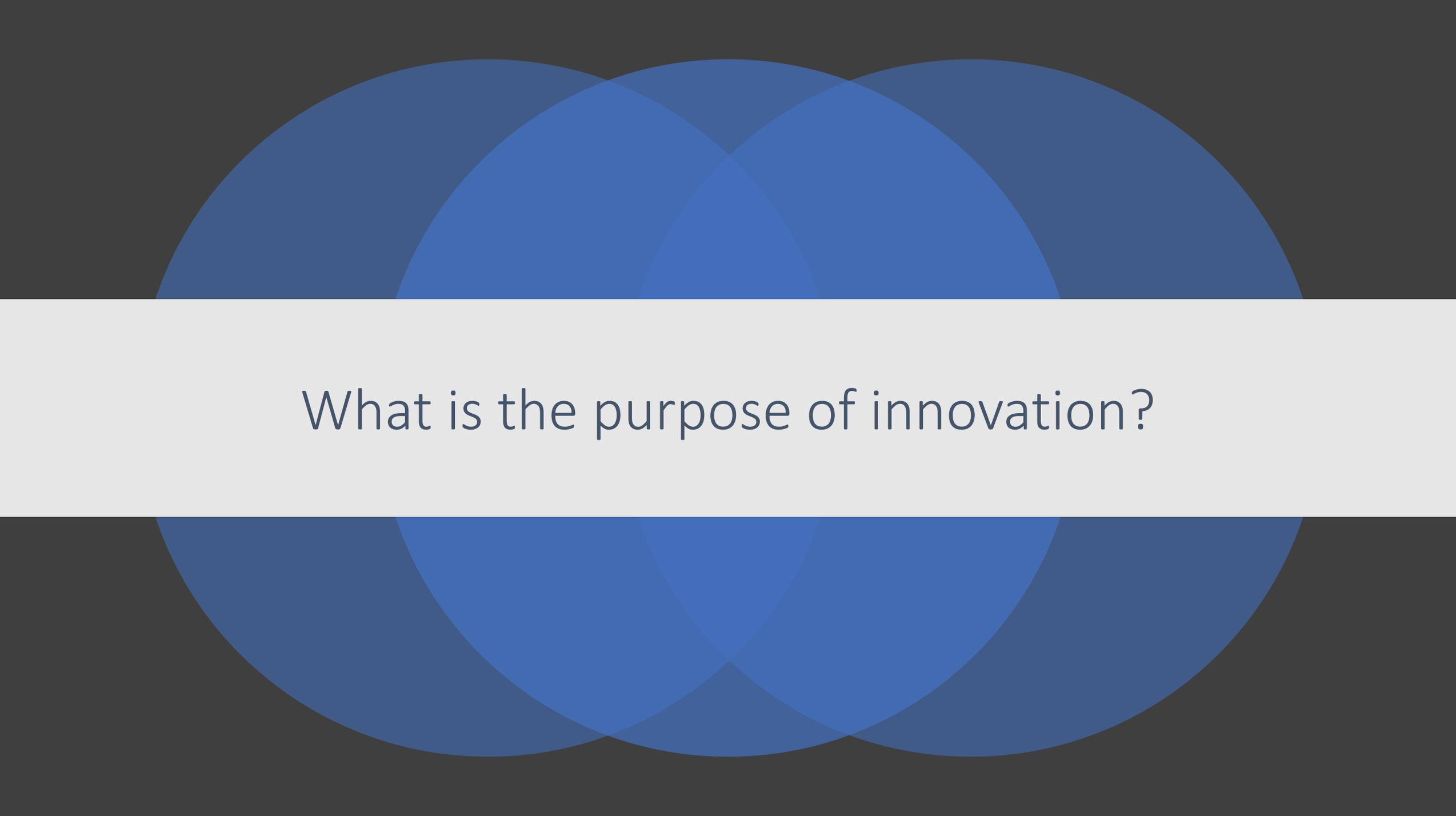
WHEN we FAIL.

@gapingvoid



innovation
is
mindset.

@gapingvoid



What is the purpose of innovation?

Theodore Levitt

What business are you in vs. What business are you really in?

“We are in the innovation business”

Or

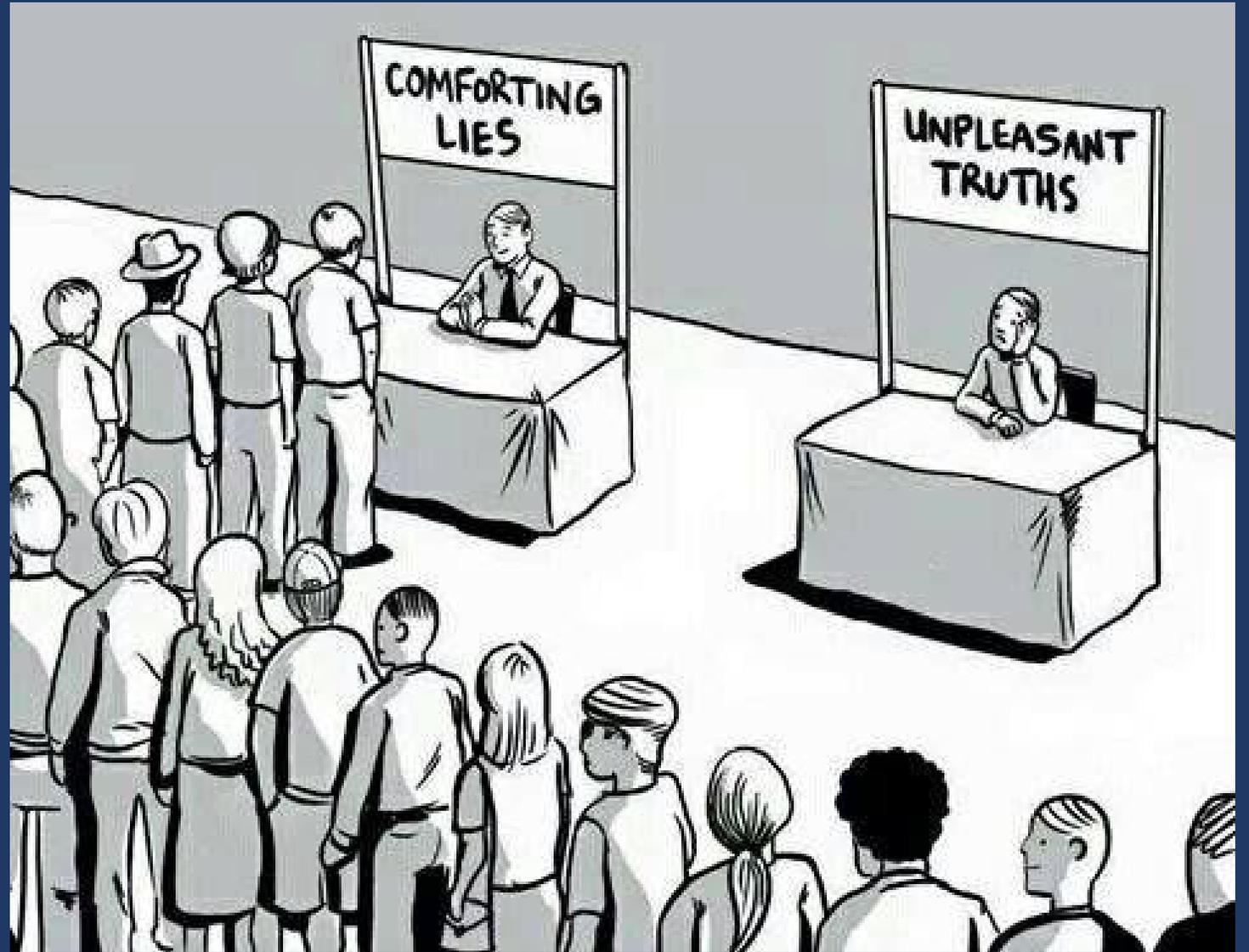
“We are in the Idea Scale business”

Or

“We are in the business of helping people grow, succeed and develop their capabilities, and in the process, they contribute to innovation”

Is innovation truly collaborative & enduring?

Or is it something inconvenient that we hope goes away?



INNOVATION IS
ABOUT THE
INDIVIDUAL.

IT IS ABOUT
US.

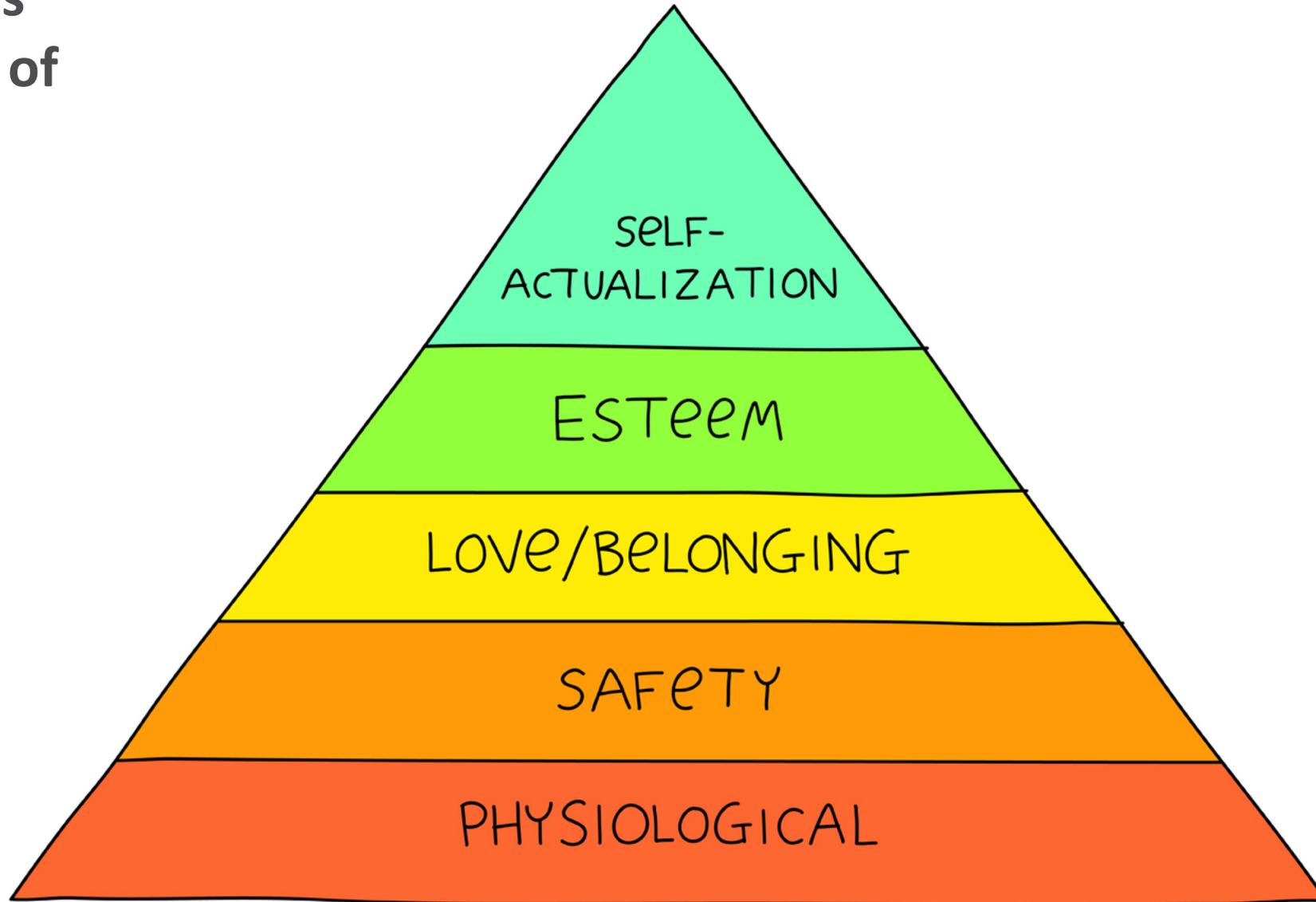
iNNOVATiON
IS JUST A CODE
WORD FOR
LEADERSHiP

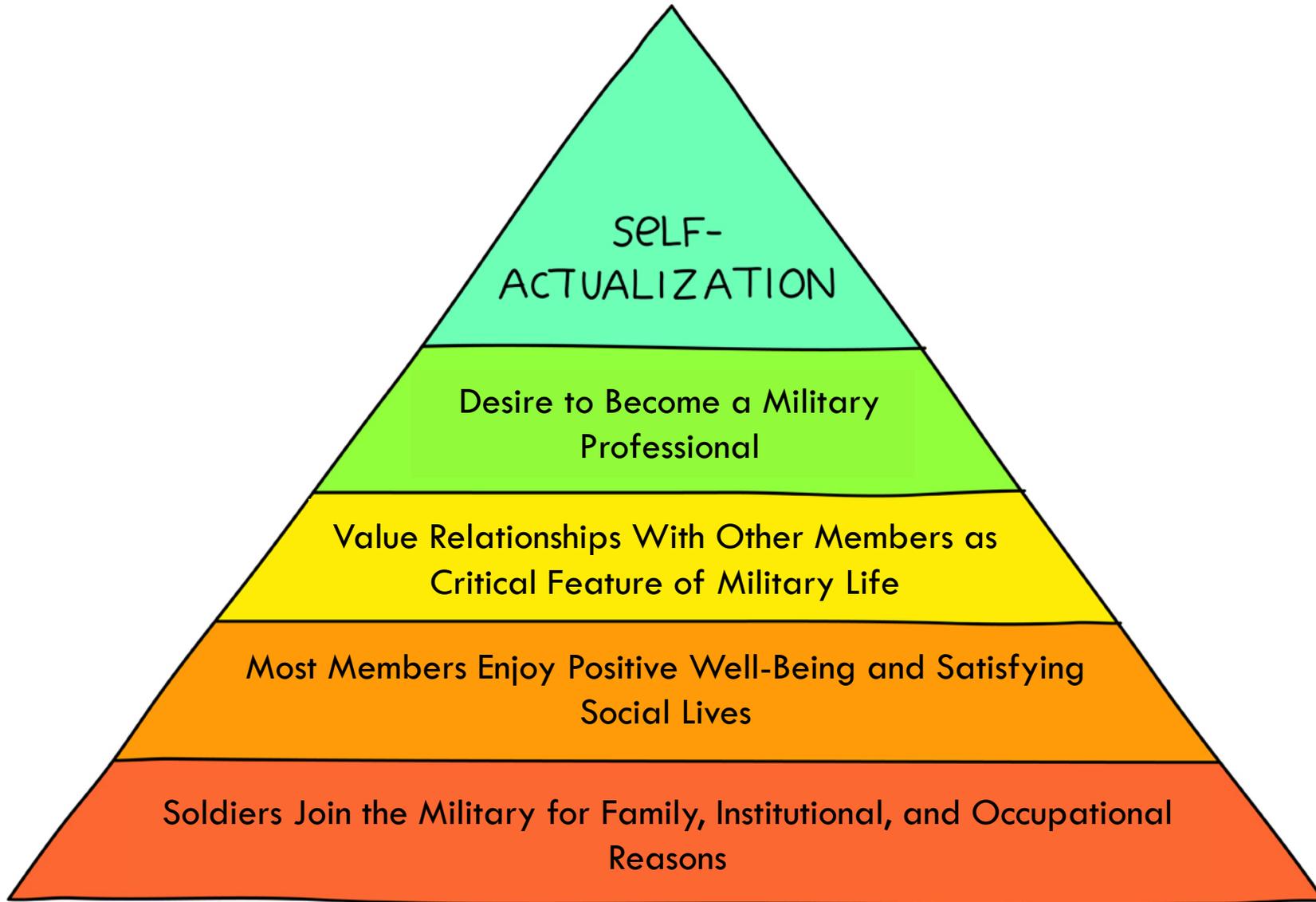
@gapingvoid

The image features a dark grey background with three overlapping blue circles. A white horizontal band runs across the middle of the circles. The text "WHY DO WE WORK?" is centered within this white band.

WHY DO WE WORK?

Maslow's Hierarchy of Needs





Reason's Why People Join Innovation Movements



My Kids



I'm Bored



Don't feel challenged



Need a distraction



Want to make a difference



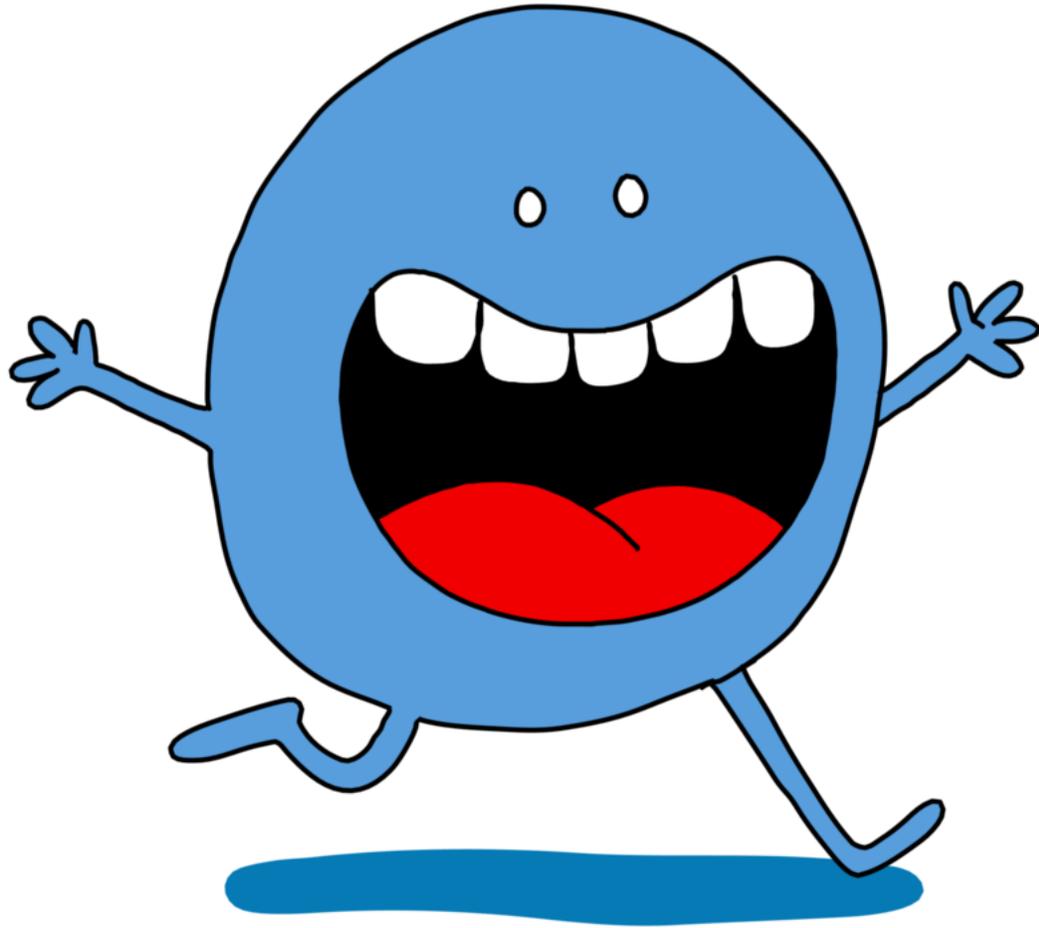
Want to learn new things



Want to build a new network



Need to grow



happiness is
the joy you
feel moving
toward your
potential

A story of Edwards:

Heidi Williams

Test Engineer

Started at Edwards in late 2016

Helped found
Hustle Squad

Wanted a challenge

Worked to create the Innovation Movement









Innovation isn't about
idea scale,
it isn't about greater
lethality,
Although that would be
an outcome.

At it's core, innovation is about humans
self actualizing,
it is about growing as Individuals,
showing that you are different,
that you are willing to
go above and beyond
To make a difference.
To stand out.

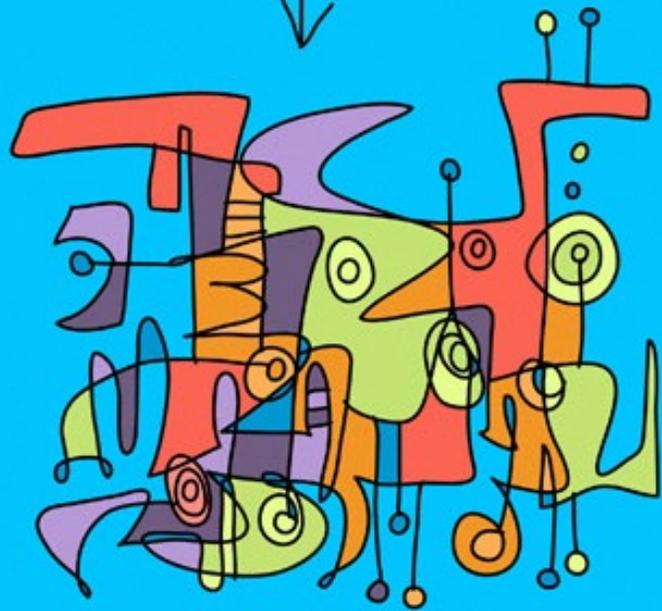
It is about a set of
beliefs, and connection
to something more,
something better.

The Air Force benefits
because you benefit.
This is not an exercise in
selflessness.
It is about benefitting the Air
Force and Yourself.

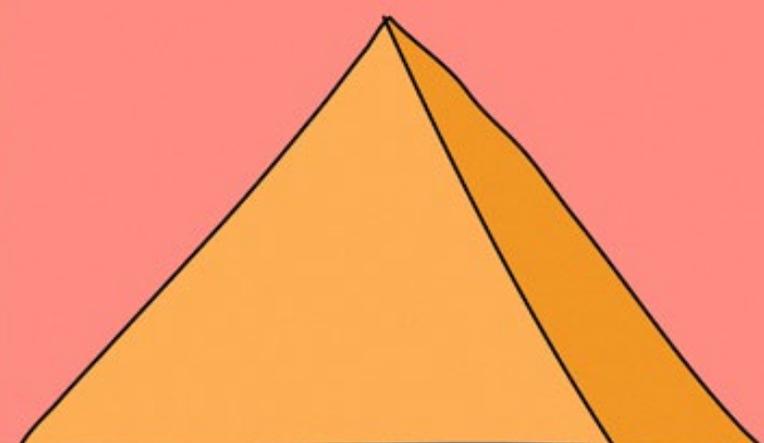
Innovation is an
infinite game...
It never ends.

You all should start
or join a movement
on your base!

INNOVATION IS
CULTURE ...



...NOT
TECHNOLOGY



@gapingvoid

Is innovation truly
collaborative &
enduring?
Or is it something
inconvenient that we
hope goes away?

