

General Creighton Abrams' Conduct of Design in Operational Art During the Vietnam War

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General Abrams presents a sound historical example of the practical application of operational art as viewed through the lens of the Army Design Methodology. When General Abrams assumed command of Military Assistance Command Vietnam (MACV), he was able to frame his environment enabling him to enact measures to solve the correct problem which was, how to equip and train the ARVN while simultaneously focusing on population centric efforts in counterinsurgency—ultimately eliminating the need for U.S. presence in Vietnam. Under his authority, American forces were broken up into small units that would live with and train the South Vietnamese civilians to defend their villages from guerrilla or conventional Northern incursions. Not only did he successfully frame the problem in 1968 but he was able to re-frame in 1970 in accordance with the Nixon administration's abrupt announcement of a rapid withdrawal of forces from Vietnam. These efforts proved successful as evidenced by the ability of ARVN forces to repel a fullscale NVA Easter Offensive in 1972. This study validates the Army Design Methodology as a framework for the assessment operational art.



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