#ProjectNeXt

EURY MARTE, MSGT 66TH AIR BASE GROUP INNOVATION AND PARTNERSHIPS MANAGER

COHORT 8 TEAM: THE FIVE EYED RAVENS

Disinformation

My team focused on countering the negative effects of disinformation being used by our adversaries to sow distrust, proliferate negative sentiments, and erode our ability to effectively communicate and operate. Once our team honed in on our problem, we discovered that while many agencies are hard at work to curve the negative effects of mis and disinformation, an enterprise-wide solution does not exist. We are currently working with senior leaders across the Air and Space Forces to prototype a digital literacy education initiate.



Personal AHA Moment:

My personal "AHA" moment came towards the end of the academic portion of Project Mercury when *I realized the importance of "falling in love with the problem, not the solution."* Falling in love with the problem requires focusing on understanding the problem through research, experimentation, and speaking with experts in related fields.

What's Next After Project Mercury:

As an innovator and lifelong learner, I was eager to continue working with the Project Mercury team...so *I returned as Coach for Cohort 9!* I have had the privilege of guiding a passionate and committed team, The Dolly Partons, in exploring how to deepen military and community partnerships to improve resiliency and the quality of life of our military members and

Team AHA Moment:

The collective "AHA" moment for our team of two hit us when we

realized **the strides a small, dedicated team can make.** In the last three weeks of the cohort, we interviewed senior leaders from the special operations community, thought leaders, New York Times Best-Selling authors, and experts in artificial intelligence. Our work helped us uncover significant gaps and opportunities surrounding our problem.

How do you use the skills learned in Project Mercury today?

I use the skills I learned in Project Mercury ALL THE TIME! **There is not a** "problem" that arises where I'm not reverting back to terms such as, "watching the weather" or "Yes, and." Additionally, the Competing Values Framework that sits at the center of Project Mercury is something I use in my daily interactions (both personal and professional). Understanding the values, drivers, and style of the person(s) I interact with has been integral in my conversations with leaders, peers, and subordinates

their families at home and abroad.

Outside of Project Mercury, I completed a professional certificate in artificial intelligence and machine learning through the DAF-MIT AI Accelerator program. My capstone project focused on how integrating AI/ML systems in the Air Force Personnel Center (AFPC) can improve talent management and retention across the DAF. Currently, the DAF has a number of Human Resources, medical, and readiness systems that do not communicate with one another. This lack of internal communication between systems leads to Airmen and Guardian being selected to move to areas where their dependents health, educational, or family needs cannot be met. Thus, the member spends countless hours working to defer or change their assignment. To change this, an AI system could be used to compile data from all these disparate systems, proving Career Functional Managers a look at the "whole airman" when matching Airmen and Guardians to assignments.

Dream Job:

My dream job is one where I can empower people to fulfill their highest personal, professional, and social potential by adopting the mindset and behaviors that allow them to live an intentional, purpose-driven life. Being a Project Mercury Coach scratches that itch I look forward to continue expanding my reach, impact, and network.

