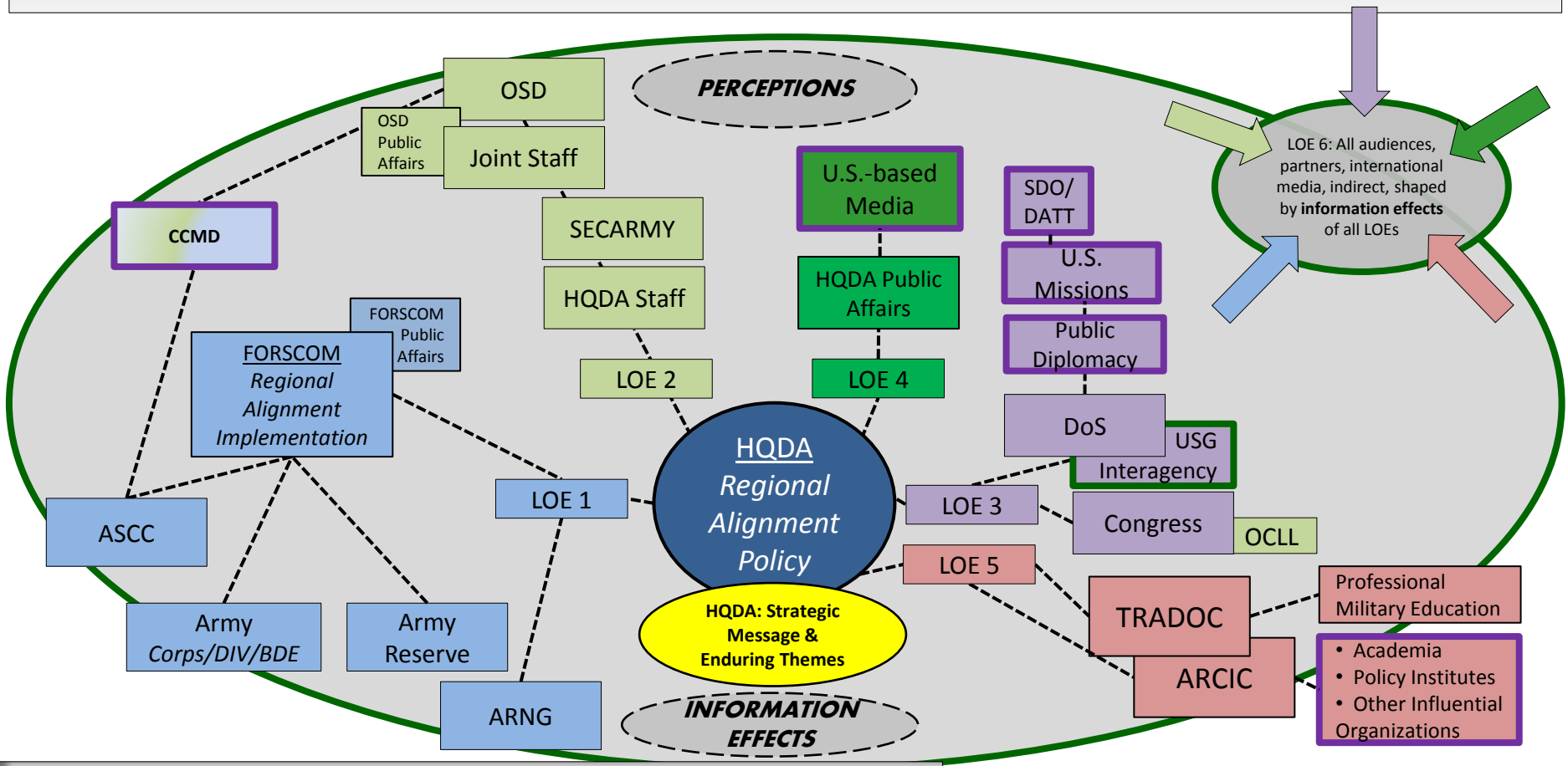




**Army G-3/5/7**

UNCLASS

CSA's Intent: Regional alignment will provide Combatant Commands with versatile, responsive and consistently available Army capabilities to meet requirements across the range of military operations, to include operational missions, operations support, theater security cooperation activities, and bilateral and multilateral military exercises.



Strategic Communication is a **receiver-centric, non-linear, continual process** that shapes organizational opinion in HQDA's favor. Strategic Communication establishes the credibility of Army regional alignment to ensure it is understood, accepted, and supported by each target audience.

- ALL LOEs are a combination of direct and indirect Influence
- Partial HQDA Influence, informed by all LOEs
- Indirect HQDA Influence, informed by all LOEs