



Now is a critical time for the Global SOF Enterprise. As national defense budgets are focused on defeating near peer competitors, many nations are seeking to cut funding to SOF in favor of conventional forces. This is dangerous thinking, and only through communicating the preeminent value of SOF across the full spectrum of security threats can we keep the investment of national treasure directed toward the SOF domain.

To keep the narrative clear on the value of SOF to any nation's security, we have developed **Spear Points: A Communications Rubric for the Global SOF Enterprise**. Global SOF stakeholders are like-minded individuals with a similar culture and support structure, but we need to expand our collective narrative - and begin to appropriately communicate with our publics. Together, we can keep our national decision and policy-makers informed of the collective value we bring to current and future fights. Spear Points are a collection of themes, quotes and talking points designed to be shared widely as a tool to align communications.

"When it comes to bang-for-your-buck, there is perhaps nothing as effective as the dollars we spend on our Special Operations Community. At less than two percent of the Department of Defense's budget and roughly three percent of its manpower, USSOCOM punches far above its weight. In a time of shaping and information operations, hybrid competition, partner-training, and grey-zone conflict, the Department should be looking to resource USSOCOM's return-on-investment propositions to the greatest extent possible. Spending each dollar more effectively than each Chinese Yuan is how we win Great Power Competition, and that is what our Special Operations Community can provide."

U.S. Representative Jack Bergman, March 2024

Core Global SOF Talking Points

Experts at Competition - We are in a global era of strategic competition, where adversaries seek to pursue incompatible interests without necessarily engaging in armed conflict with each other.

As the experts in conducting unconventional warfare, building enduring relationships with foreign militaries, and collaborating with interagency and multinational partners, **SOF are essential** - as they were during the Cold War - to compete below the threshold of armed conflict.

"Since 1942, SOF has accumulated six decades of strategic competition experience, now combined with over two decades of hard-earned combat experience in the Global War on Terror. These eight decades make SOF tailor made for this era. Integrated deterrence and strategic competition are in SOF DNA."

General Bryan Fenton, Commander U.S. SOCOM, March 2024

Special operators are discriminately selected, uncommonly talented, uniquely trained and educated - they cannot be mass produced or created after a crisis emerges. They are also more senior and longer serving than most conventional military members. Decades of investment produced this unparalleled capability. This investment must not be squandered.

Low Cost, High Payoff - For a comparatively small investment, SOF can deter conflict or impose high costs on adversaries intent on waging war. SOF can do this on order ... anywhere in the world.

SOF around the globe espouse the SOF Truths - Maxims at the foundation of our past, current and future success:

1. Humans are more important than Hardware.
2. Quality is better than Quantity.
3. Special Operations Forces cannot be mass produced.
4. Competent Special Operations Forces cannot be created after emergencies occur.
5. Most Special Operations require non-SOF assistance.

Fact Box

\$13.953 billion

SOCOM's piece of the FY25 Defense Department Budget request - on a steady decline since 2019

< 2%

SOCOM's budget represents less than 2% of Defense Department Budget

3%

U.S. SOF make up 3% of Defense Department manning, but yield outsized results

70,000

make up SOCOM's active duty, reserve, National Guard, and civilian personnel.

85

the number of countries in which U.S. SOF are deployed on any given day