

Trump's flailing Pentagon reportedly seeks 'creative and unconventional' tips on Iran strategy

CENTCOM is reportedly crowdsourcing ideas on how to pressure Iran in a military conflict the president vowed would be quick and easy.

[Trump's approval plunges: How the Iran war is 'eating his presidency'](#) August 3, 2026 / 08:55

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By [Ja'han Jones](#)

President [Donald Trump](#)'s deadly [war with Iran](#), which he vowed would be quick and easy, is not going according to plan.

As of yet, [aside from Trump's public tantrums](#), one of the clearest signs of this failure is that the Pentagon is reportedly opening its suggestion box in search of "creative and unconventional" ideas to help end the war.

According to CNN, U.S. Central Command sent an email last week to military analysts soliciting feedback. [From the outlet](#):

The request from a senior officer at the US military command carrying out President Donald Trump's war with Iran came in an email: We need ideas.

"We are looking for new creative and unconventional ways to pressure and punish Iran," an officer in US Central Command's intelligence branch wrote in a message sent Wednesday to a broad group of military analysts, according to a source familiar with the message. A second source also said that a senior US military officer sent the message last week soliciting new ideas for how to deal with Iran.

The crowdsourcing-style query, which military officials said was unusual over email, is one sign of the limited — and potentially unpalatable — options available to Trump to force Iran into a deal on his terms.

MS NOW hasn't independently confirmed the email, but the Pentagon isn't denying it. Here's what CENTCOM told CNN:

"U.S. Central Command has a long history of thinking and working in innovative ways," Capt. Timothy Hawkins, a spokesperson for CENTCOM, said in a statement. "Admiral Cooper, in particular, reaches out to members of our great team, regardless of rank, to achieve the highest levels of operational performance possible."

Keep in mind that back in March, Trump [absurdly claimed](#) that resolving the geopolitical crisis he created would be “easy” compared with [fixing college sports](#), something in which he has seemed far more interested. So CENTCOM officials may want to portray this hunt for ideas as something typical or even praiseworthy, but the problem for them is that it contradicts Trump’s rhetoric.

Imagine you work at a company and the CEO says you’re two weeks away from being profitable. If — five months later — he put a suggestion box outside his door seeking “creative and unconventional” ideas about how to reach profitability, that would *seem* to make it abundantly clear he didn’t have a clue what he was doing.

And the same seems true for America’s commander in chief as his deadly war — [which is being used to enrich his family](#) — endures.