

# Global Issues Tracking

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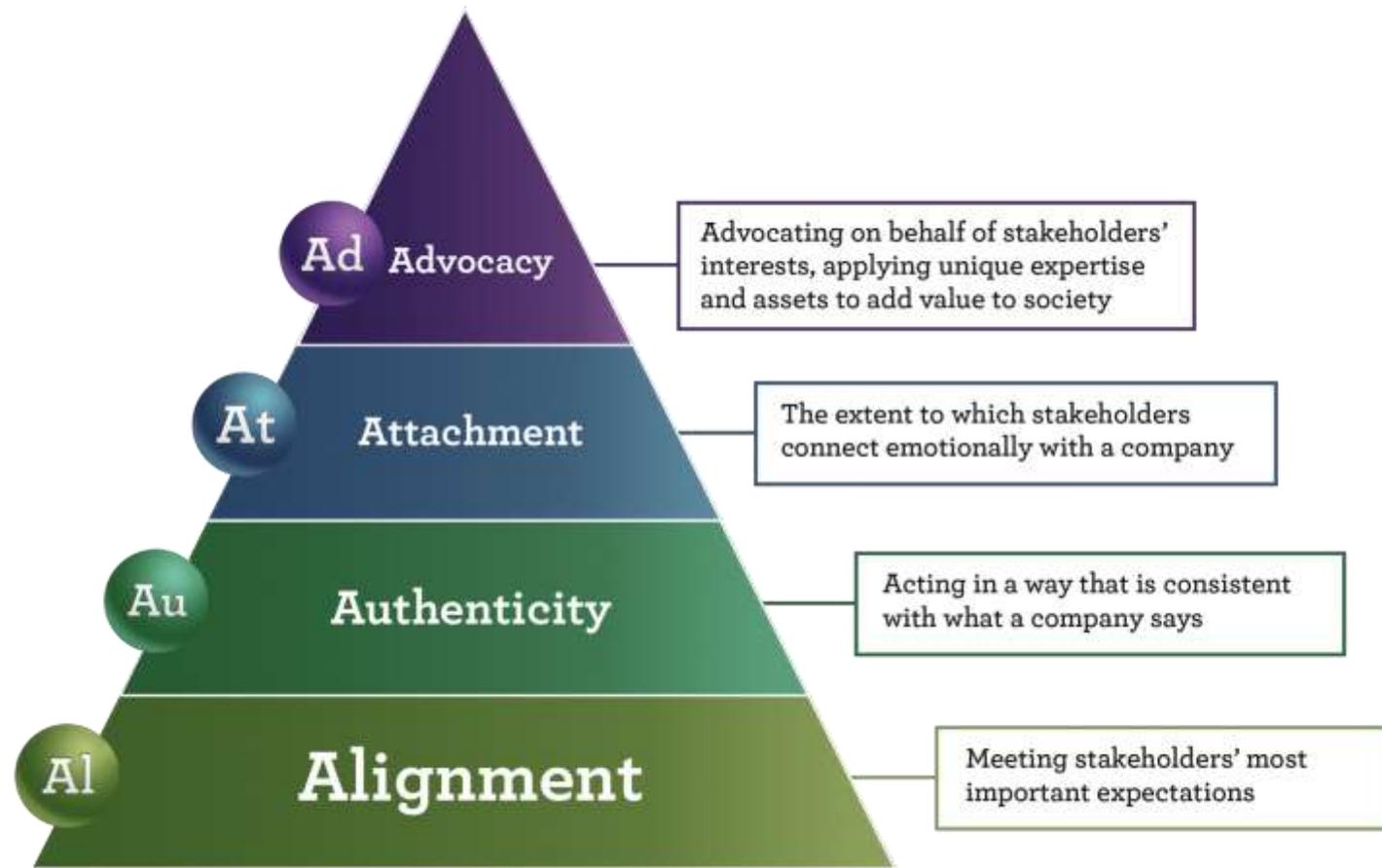


# Four Principles for Success

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1. Work backwards
2. Understand outside-in expectations
3. Align your intelligence stack with your budget
4. Be shrewd

# The Importance of Understanding Expectations



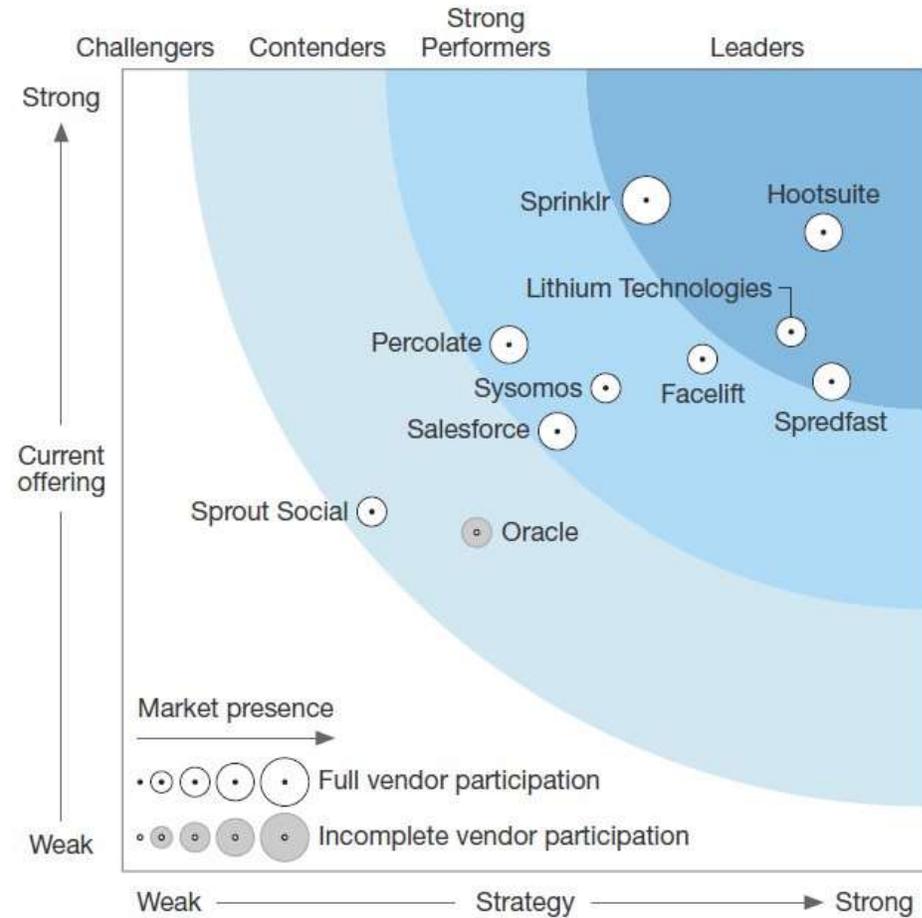


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# The Intelligence Stack





# Lenses for Analysis

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- Noise versus awareness
- Isolated incident or a shaken foundation?
- Contagion
- Tribal passions
- The trajectory



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