

Global Issues Tracking

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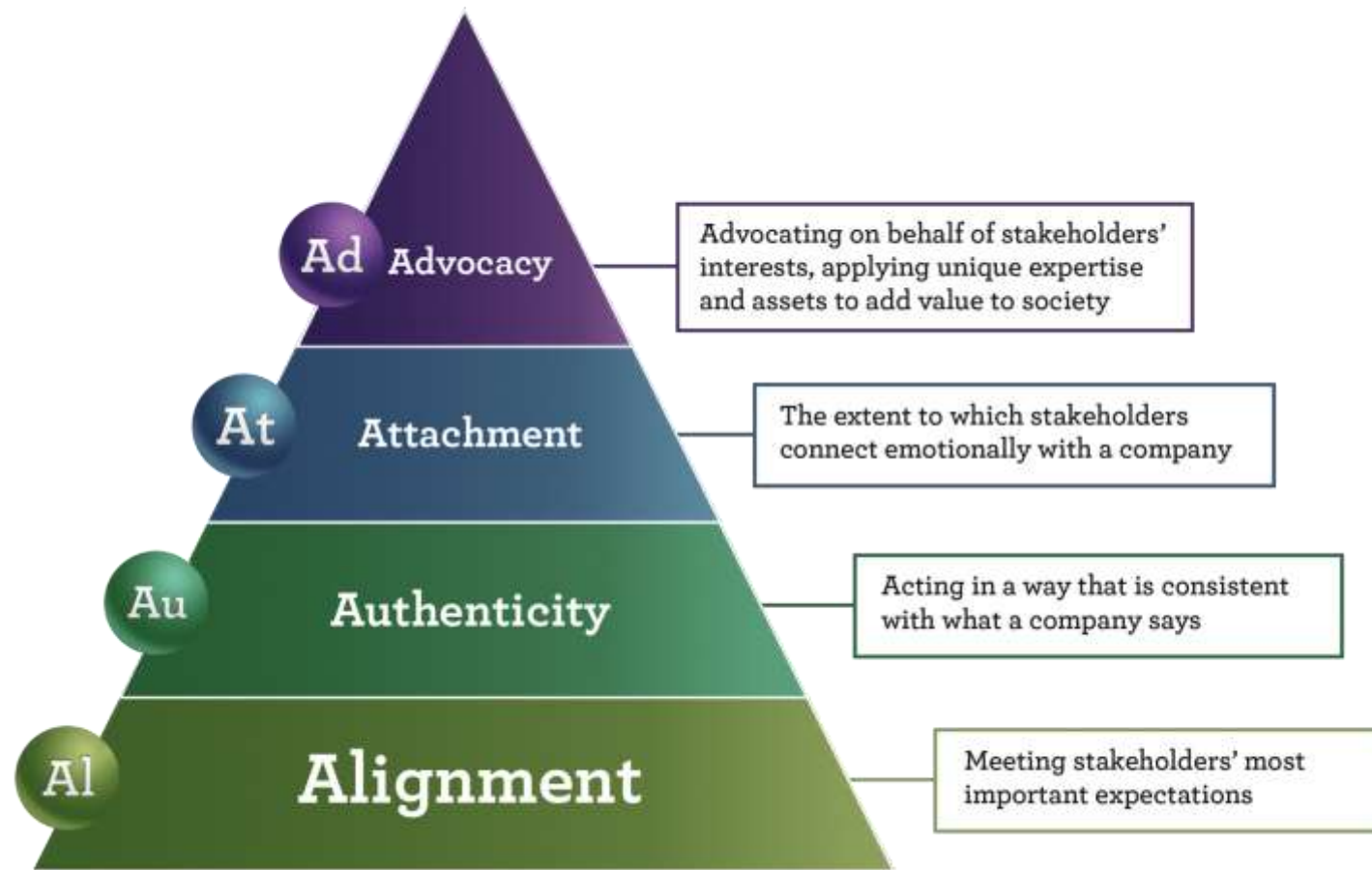
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Four Principles for Success

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

The Importance of Understanding Expectations

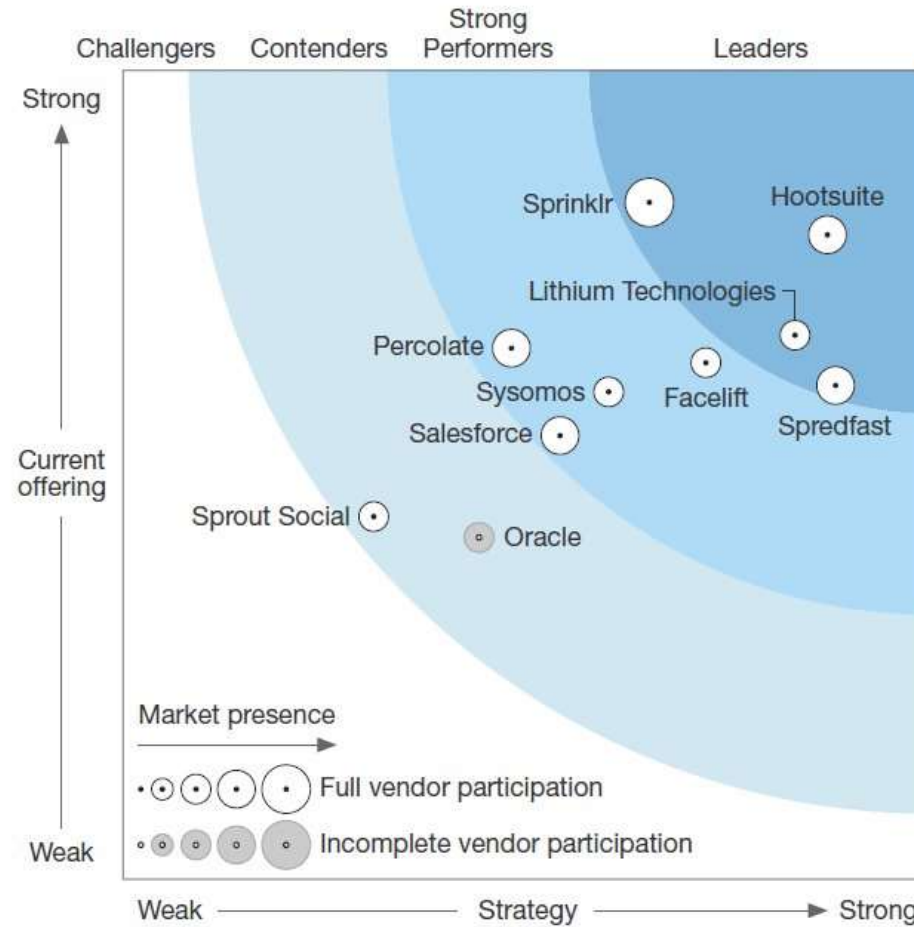




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The Intelligence Stack



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Lenses for Analysis

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

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