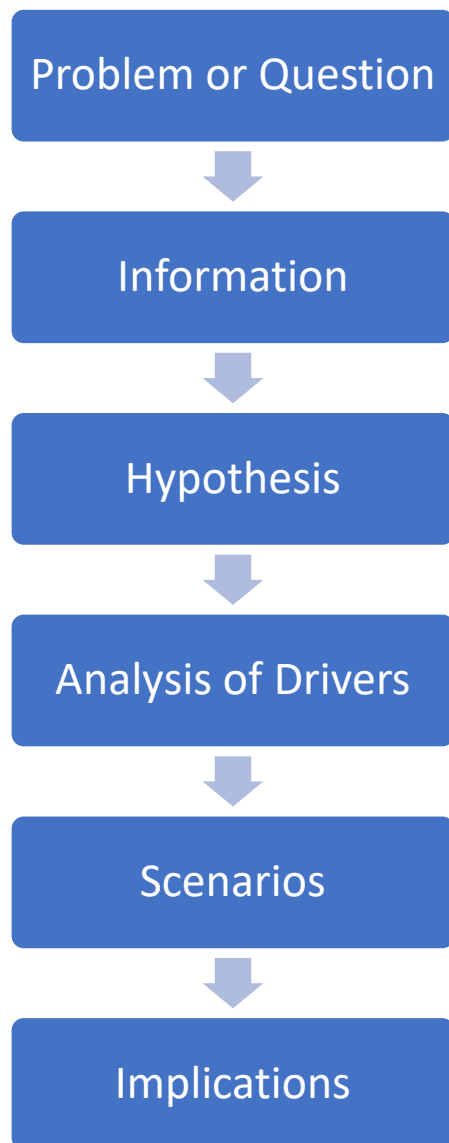


# Tradecraft Model



## Definition of problem or question

- In neutral terms; without loaded messages, connotations
- In view of the broader interests of the entity

## Integrity of information

- Compilation
- Research/collection
- Evaluation/validation
- Contextualization

## Exploration of possible explanation(s)

- Identify possible flaws, gaps in information
- Launch the “scientific” process of testing/invalidating possibilities

## Analysis of drivers

- Identification
- Hierarchization
- Evolution
- Dynamic interrelationships

## Conclusions with three (or more) elements

1. Most probable (drivers as they are)
2. Less probable (drivers changing)
3. “Wildcards” or other result from brainstorming

## Discussion of consequences for the entity

1. Short and long term
2. Interests