



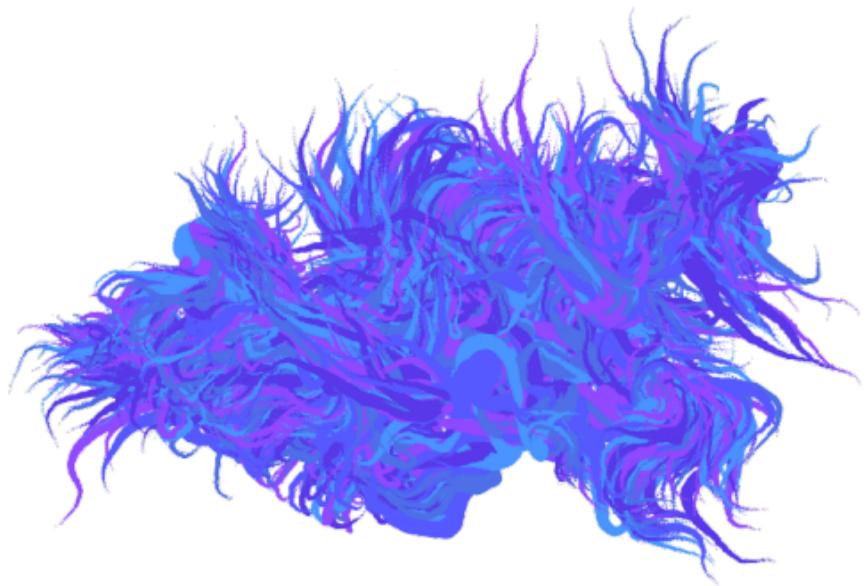
Human impacts

Adversary motivations

Adversary resources

Human impacts

Physical safety



Adversary motivations

They need to feed a
desire, an obsession



Adversary resources

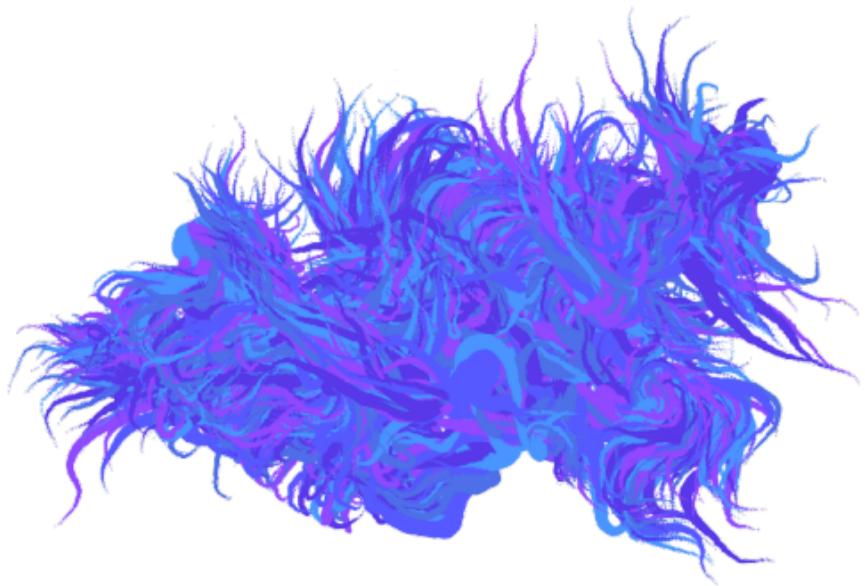
They have power,
influence

Political, social, regulatory—what else?



Human impacts

Biosphere



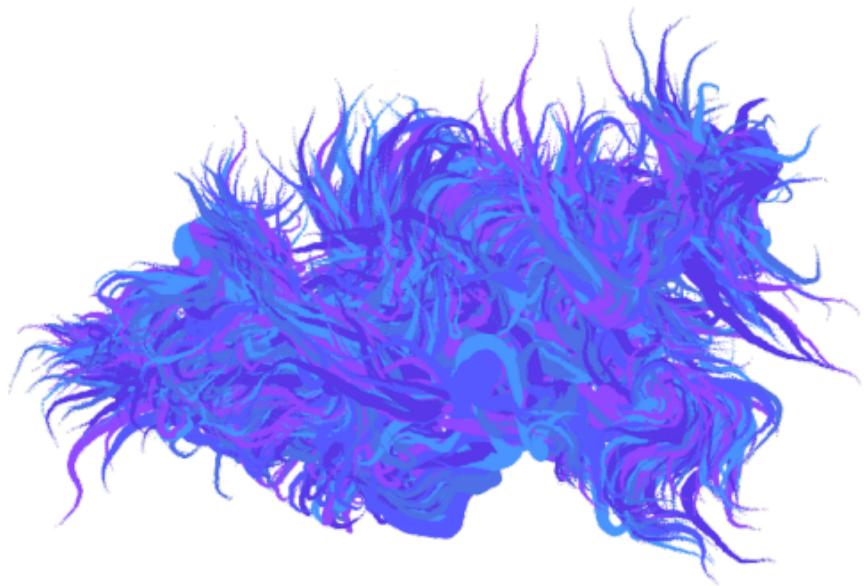
Adversary resources

They have inside access,
inside capabilities



Human impacts

Emotional wellbeing



Adversary motivations

They need to promote themselves



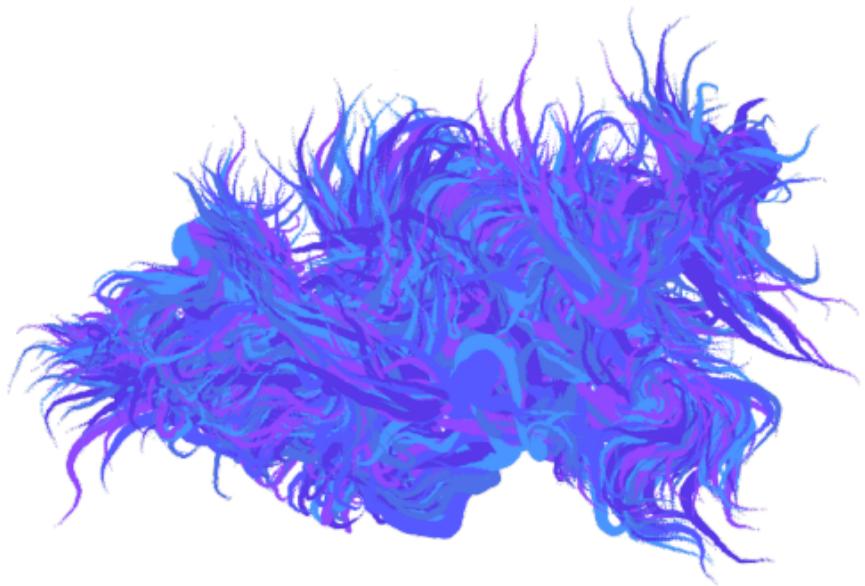
Adversary resources

They have inside
knowledge



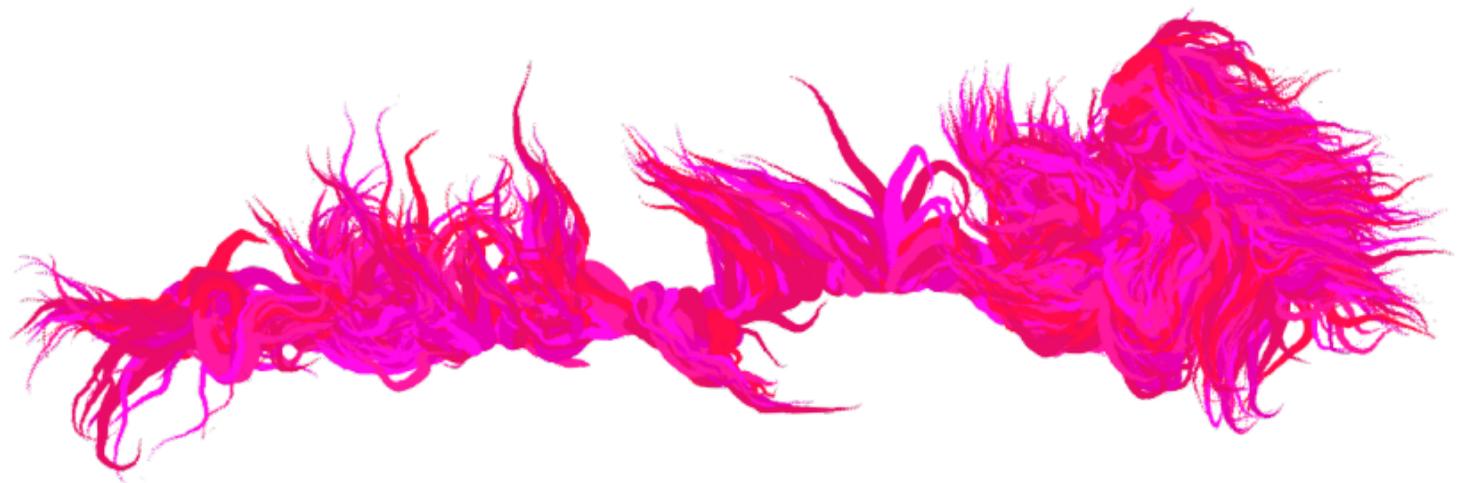
Human impacts

Personal data



Adversary motivations

They are curious, they
are bored



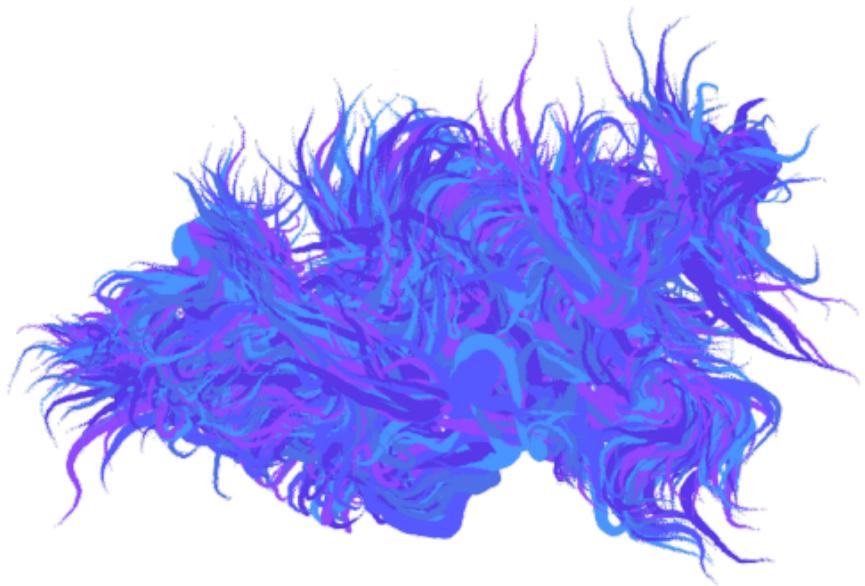
Adversary resources

They are above the
law, or beyond its
reach



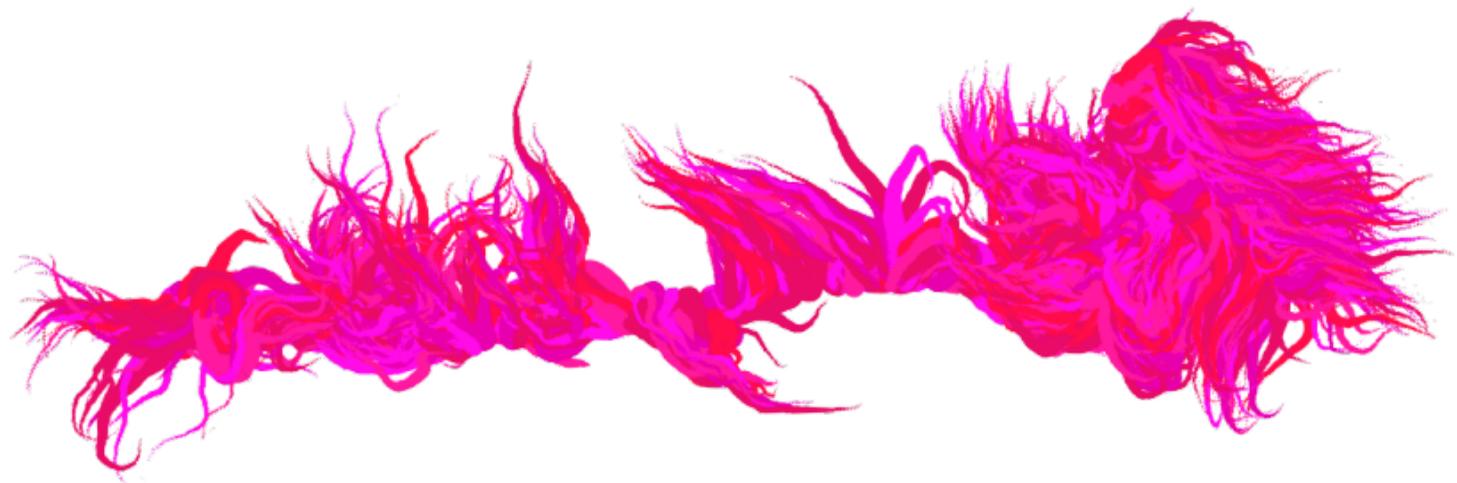
Human impacts

Societal wellbeing



Adversary motivations

They need something
more convenient



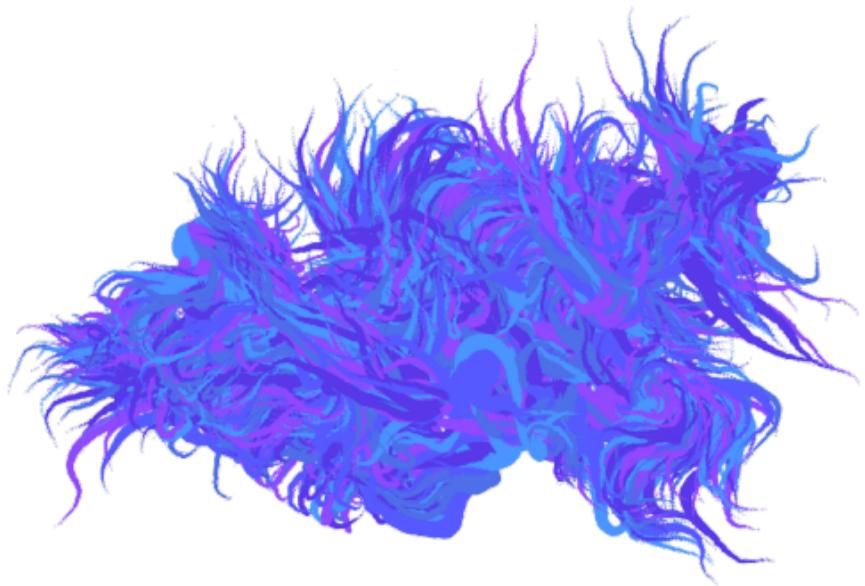
Adversary resources

They live in
tomorrow's world



Human impacts

Financial wellbeing



Adversary motivations

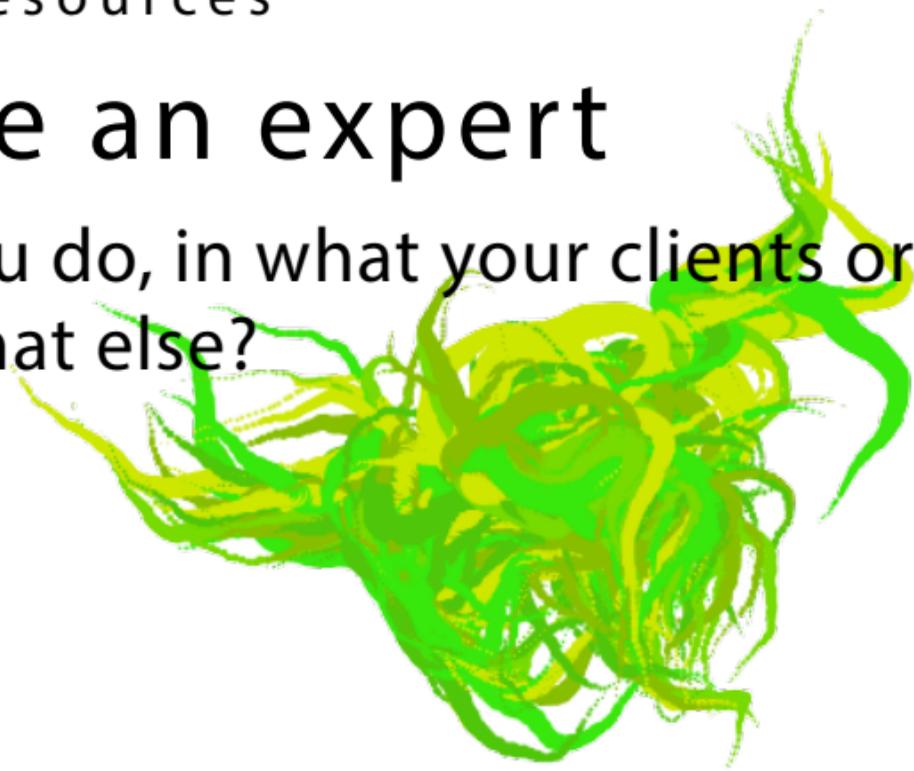
They need to further
their ideology



Adversary resources

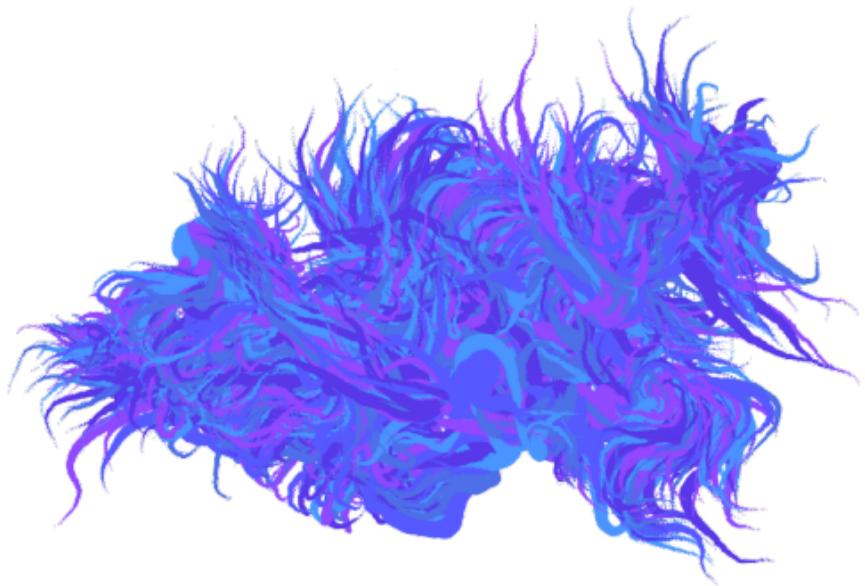
They are an expert

...in what you do, in what your clients or users do—what else?



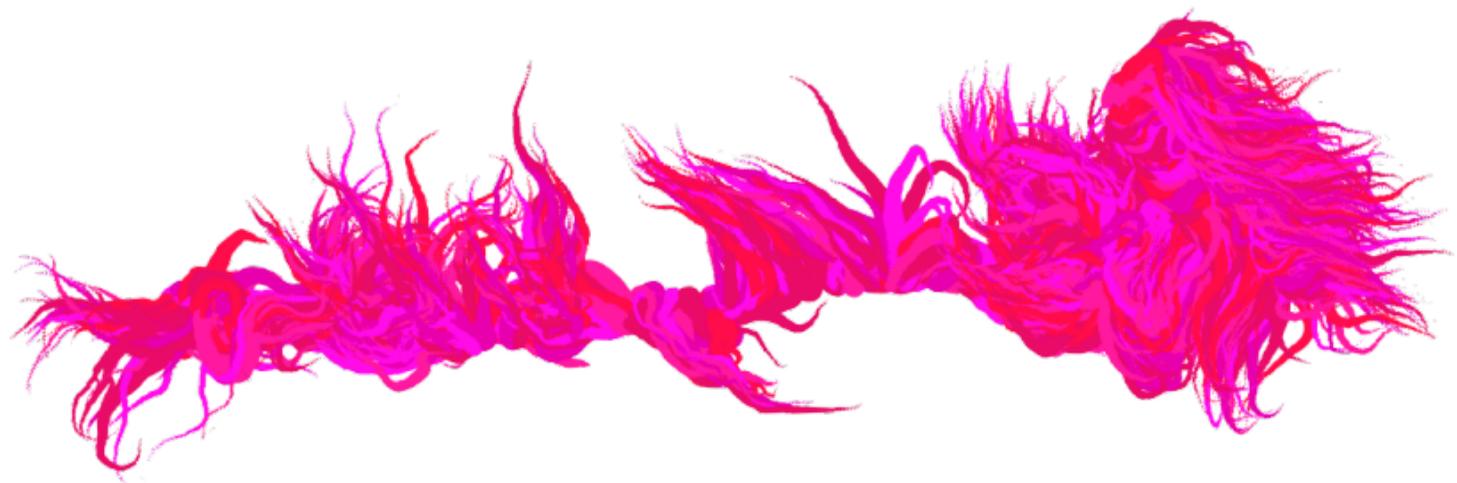
Human impacts

Unusual impacts



Adversary motivations

They need revenge



Adversary resources

They have time



Adversary resources

They have the right tools

Maps, lists, blueprints, the right
database—what else?



Adversary resources

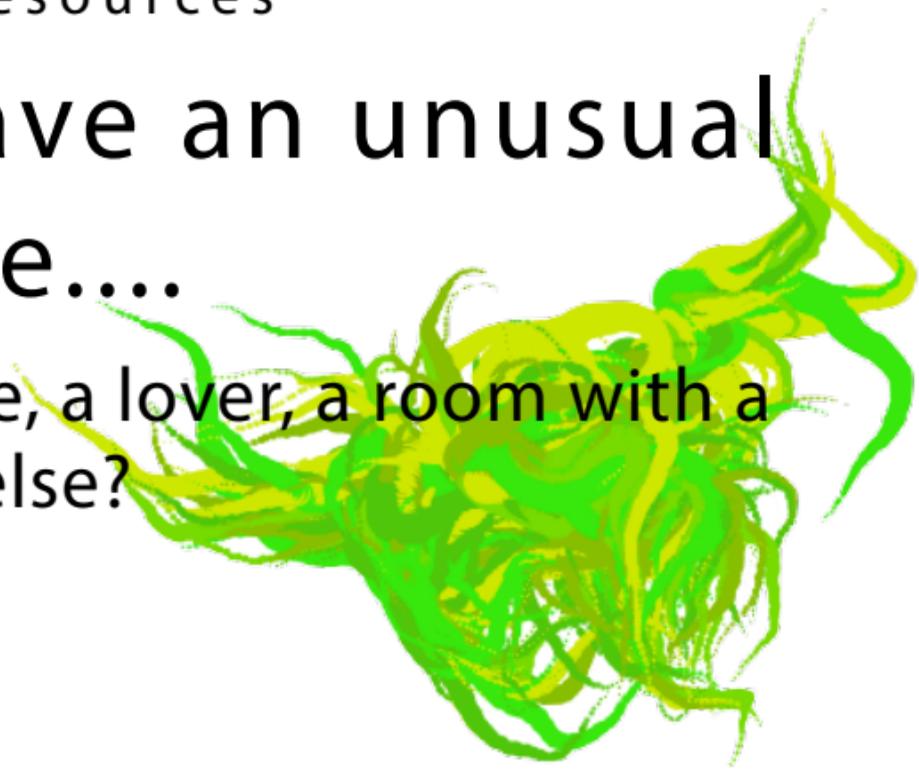
They have money



Adversary resources

They have an unusual
resource....

A private eye, a lover, a room with a
view—what else?



Adversary motivations

They need to further a
religious agenda



Adversary motivations

They need to protect
themselves



Adversary motivations

They need money



Adversary motivations

They need to influence
politics



Adversary motivations

They are incompetent

They didn't mean to. They didn't understand the consequences.



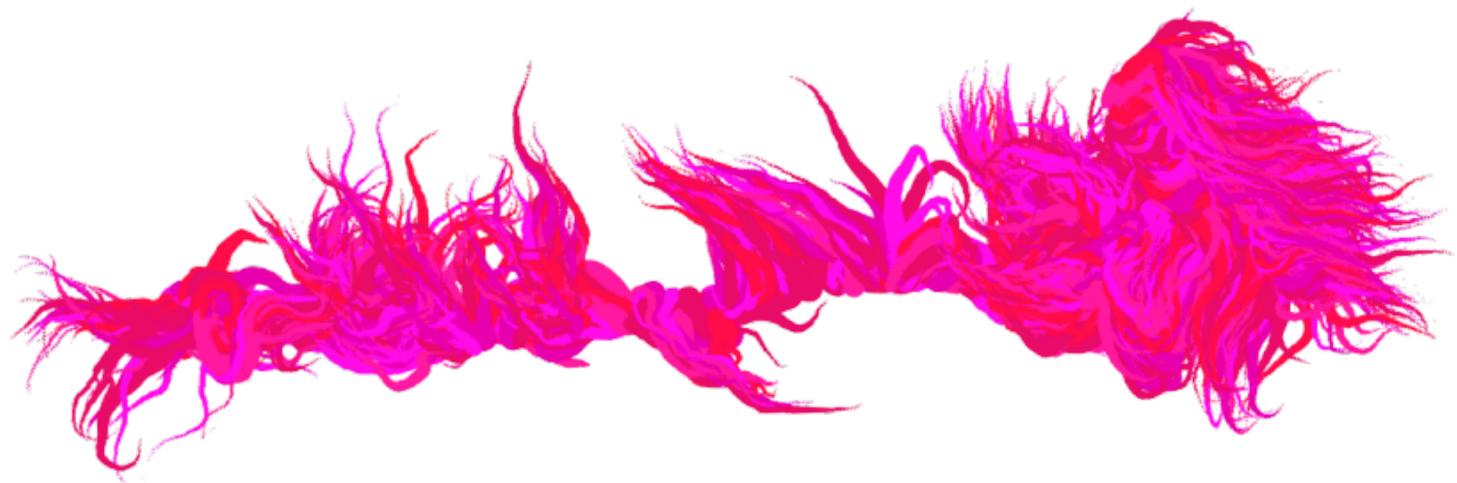
Adversary motivations

They are coping with
grief or loss



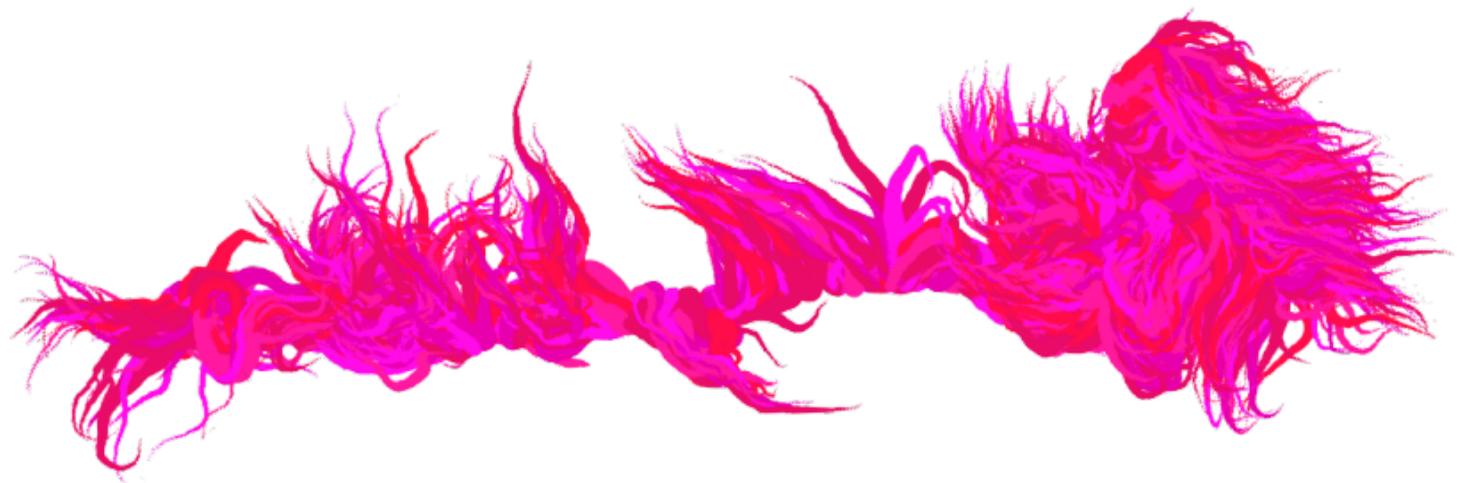
Adversary motivations

They need to save time or effort



Adversary motivations

They are coping with
scarcity



Adversary motivations

They have an unusual
motivation...



Adversary motivations

They need an advantage
in diplomacy or war

