



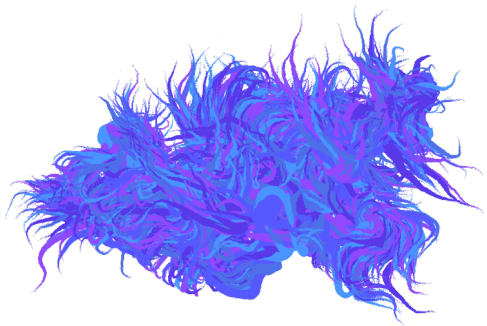
# Human impacts

# Adversary motivations

# Adversary resources

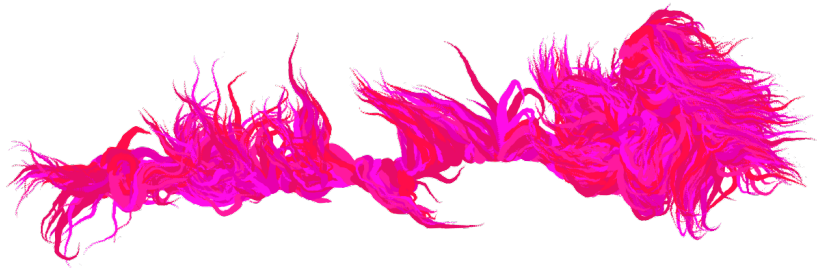
Human impacts

# Physical safety



Adversary motivations

They need to feed a  
desire, an obsession



Adversary resources

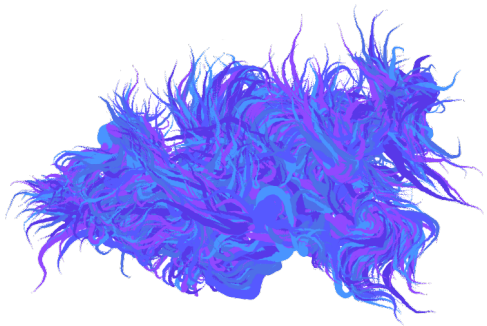
They have power,  
influence

Political, social, regulatory—what else?



Human impacts

# Biosphere



Adversary resources

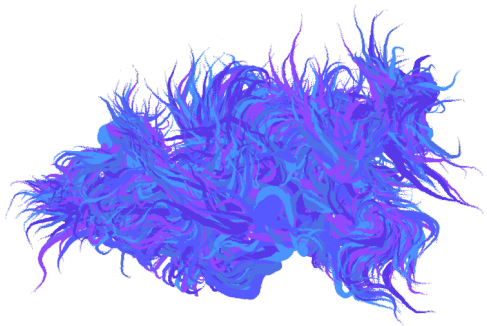
They have inside access,  
inside capabilities





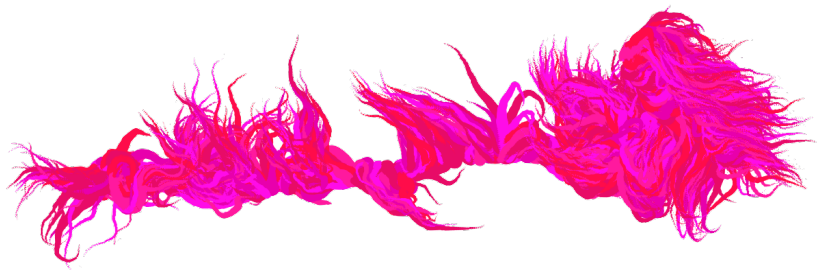
Human impacts

# Emotional wellbeing



Adversary motivations

They need to promote  
themselves



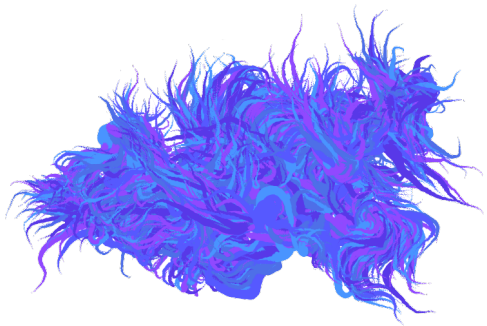
Adversary resources

They have inside  
knowledge



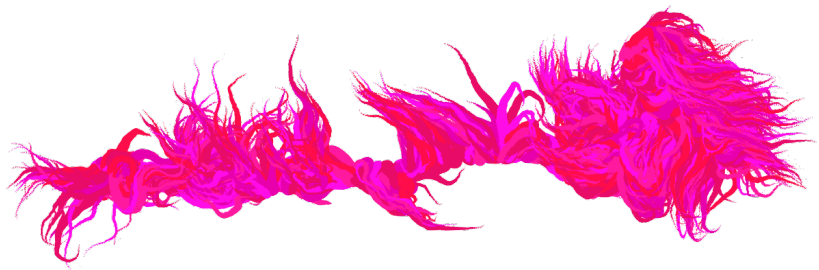
Human impacts

# Personal data



Adversary motivations

They are curious, they  
are bored



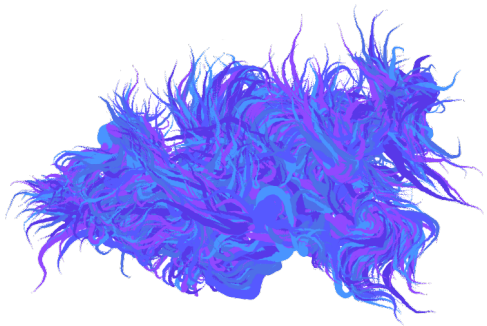
Adversary resources

They are above the  
law, or beyond its  
reach



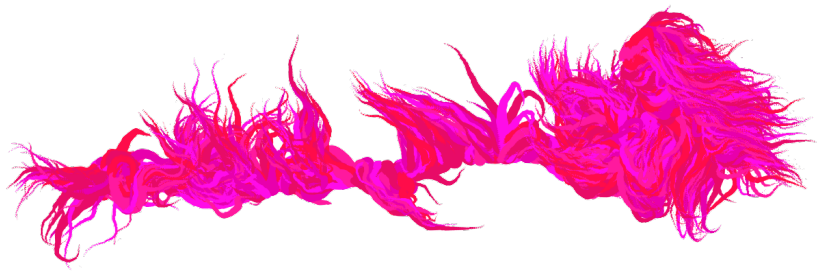
Human impacts

# Societal wellbeing



Adversary motivations

They need something  
more convenient





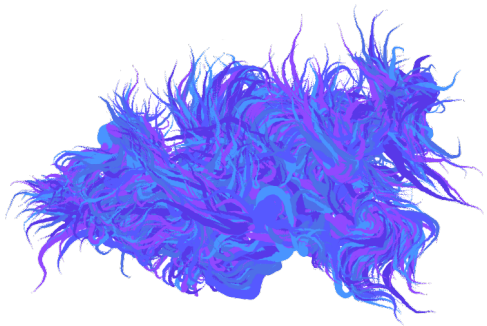
Adversary resources

They live in  
tomorrow's world



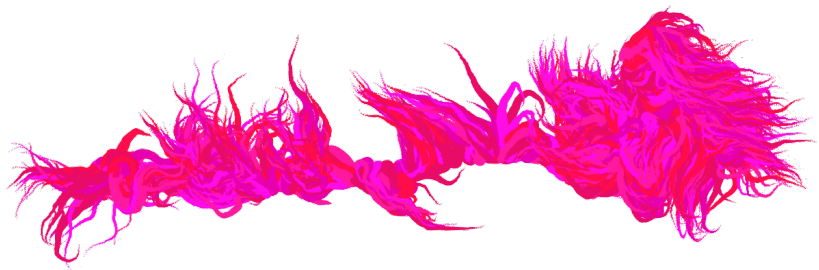
Human impacts

# Financial wellbeing



Adversary motivations

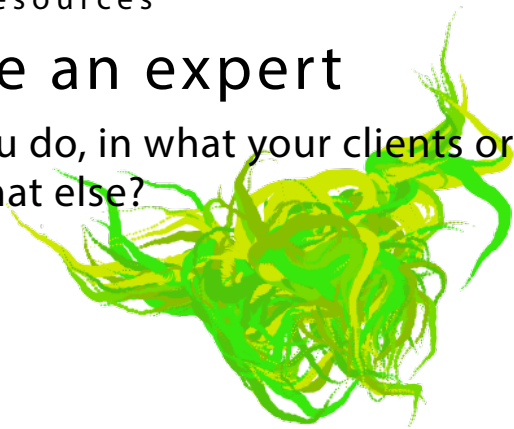
They need to further  
their ideology



Adversary resources

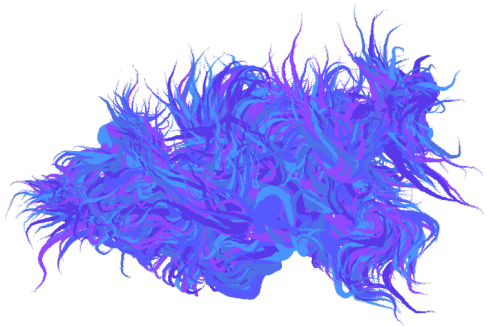
# They are an expert

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



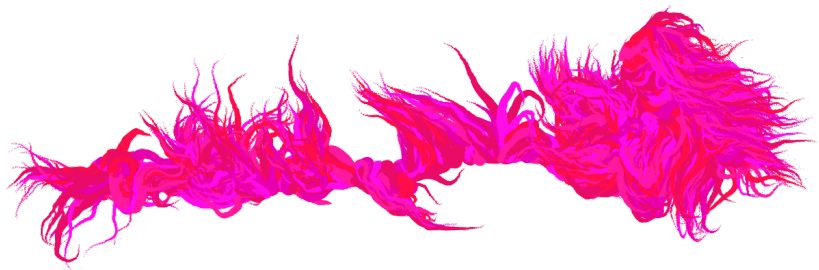
Human impacts

# 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

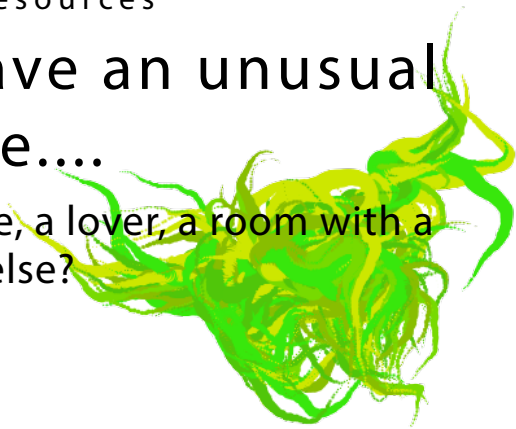
# They have money



Adversary resources

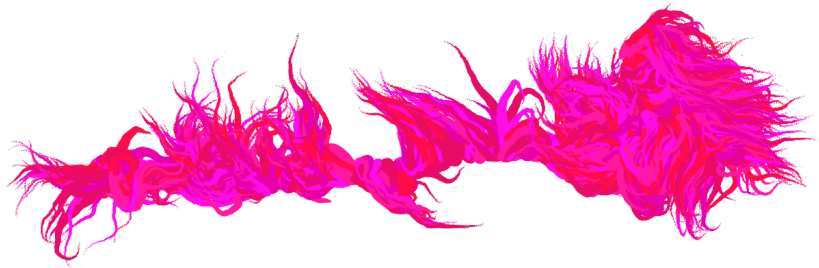
They have an unusual  
resource....

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



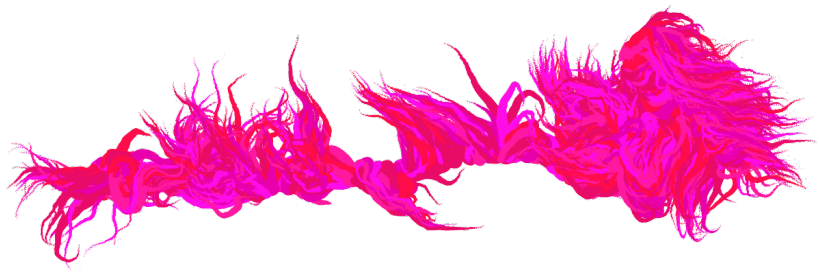
Adversary motivations

They need to further a  
religious agenda



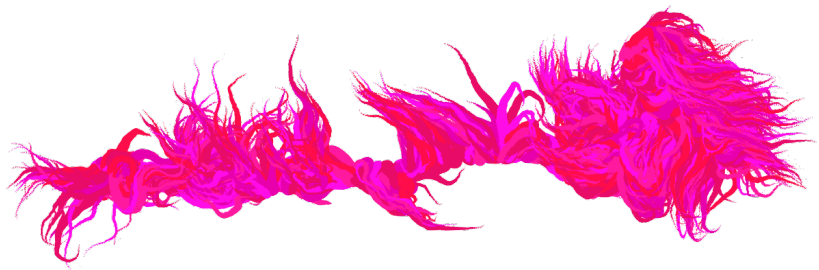
Adversary motivations

They need to protect  
themselves



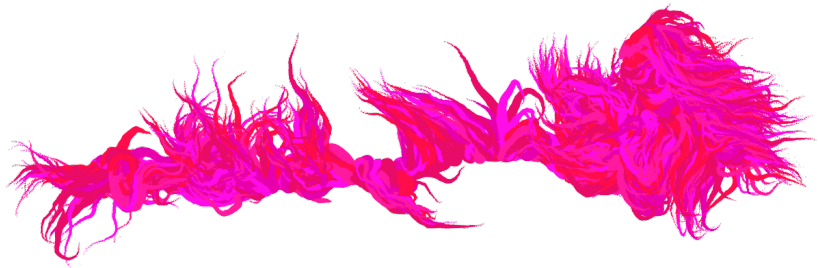
Adversary motivations

# They need money



Adversary motivations

They need to influence  
politics



Adversary motivations

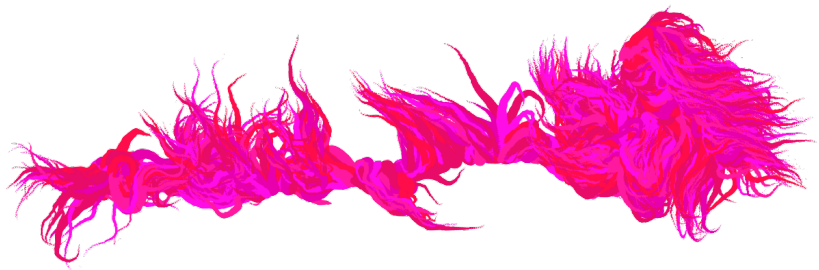
# They are incompetent

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



Adversary motivations

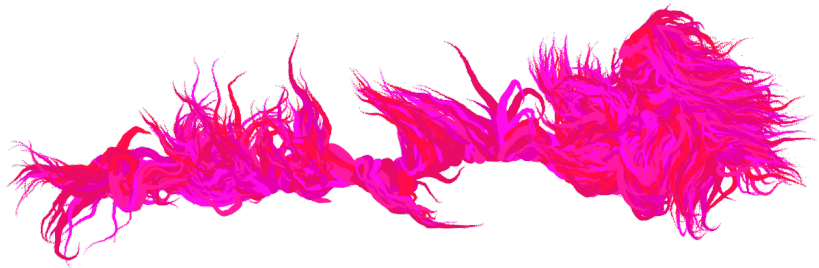
They are coping with  
grief or loss





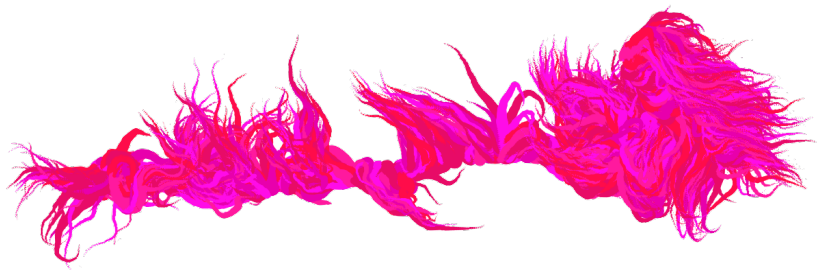
Adversary motivations

They need to save time or effort



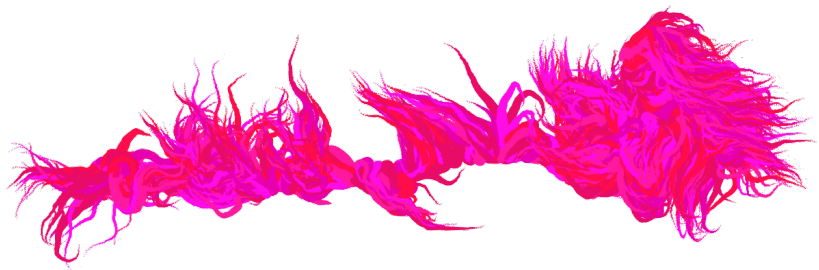
Adversary motivations

They are coping with  
scarcity



Adversary motivations

They have an unusual  
motivation...



Adversary motivations

They need an advantage  
in diplomacy or war

