Human impacts

Physical safety

Societal wellbeing

Biosphere

Financial wellbeing

Emotional wellbeing

Unusual impacts

Personal data

Adversary motivations

They need to feed a desire, an obsession
Adversary motivations

They need money

Adversary motivations

They need to save time or effort

Adversary motivations

They need to influence politics

Adversary motivations

They are coping with scarcity

Adversary motivations

They are incompetent
They didn’t mean to. They didn’t understand the consequences.

Adversary motivations

They are coping with scarcity

Adversary motivations

They are coping with grief or loss

Adversary motivations

They have an unusual motivation...
<table>
<thead>
<tr>
<th>Adversary motivations</th>
<th>Adversary motivations</th>
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</thead>
<tbody>
<tr>
<td>They need an advantage in diplomacy or war</td>
<td>They need to further their ideology</td>
</tr>
<tr>
<td>They need to promote themselves</td>
<td>They need revenge</td>
</tr>
<tr>
<td>They are curious, they are bored</td>
<td>They need to further a religious agenda</td>
</tr>
<tr>
<td>They need something more convenient</td>
<td>They need to protect themselves</td>
</tr>
</tbody>
</table>
Adversary resources

They have power, influence
Political, social, regulatory—what else?

Adversary resources

They live in tomorrow’s world

Adversary resources

They have inside access, inside capabilities

Adversary resources

They are an expert
...in what you do, in what your clients or users do—what else?

Adversary resources

They have inside knowledge

Adversary resources

They have time

Adversary resources

They are above the law, or beyond its reach

Adversary resources

They have the right
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?