







SWOT ANALYSIS & EXPLICATION

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> Comprehensive & innovative research methods Over a decade of industry experience Custom contact lists and strategies Solopreneur polymath WOC 	<ul style="list-style-type: none"> Less than 5 years in intelligence and gov market Developing network for strategic implementation Building high level portfolio
Opportunities	Threats
<ul style="list-style-type: none"> Exploit and employ weaknesses to build strengths Build strategic partnerships to enhance product and service delivery Leverage client-in-house teams to implement TCS strategies 	<ul style="list-style-type: none"> Long-standing industry competitors copying strategies, if not stealing IP Larger enterprises providing comprehensive services at higher or competitive costs National & global security challenges/ political risk



Strengths

Our products incorporate cultural intelligence, genetics, linguistics, political risk, and public policy analysis to deliver cutting edge communications and organizational strategies to optimize your successful goal achievement.

Weaknesses

All newbies to a specific market experience shark attacks. We're painfully aware that our somewhat neophyte status and development stage of relationship, trust, and track record building are weaknesses. No worries, though. We're on it!

Opportunities

We believe our weaknesses present unique opportunities for success. We leverage relationship building to carefully cultivate custom contact lists and strategic partnerships to deliver on the service side of our client needs. We are a policy product shop and have no qualms with laying plans for your standing comms teams (internal and external) to execute on with advisory oversight.

Threats

This work is dangerous, from reputation and crisis management to geopolitical risk. We leverage cybersecurity and good old fashioned "reading" people to protect our clients and ourselves from threats.