

CONTEMPORARY SECURITY THREATS

- Include communities, activist groups, criminal organizations, and terrorist networks
- Emanate from within societies, do not recognize "state" boundaries
- Leverage communications technologies to stoke social tensions and fear

TRADITIONAL SECURITY SOLUTIONS

- Use force (gates, guards, and guns) to protect assets / personnel
- Build physical and psychological barriers with stakeholders
- Fail to understand the impacts on a population's identity, and ethnic / religious beliefs

PHYSICAL PRESENCE = THREAT

- Threaten stakeholders' identities
- Stakeholders cultivate negative perceptions / narratives
 - Triggers an immediate identity conflict

LOCKED IN CONFLICT

- Stakeholders are isolated / community engagement marginalized
- Organizations viewed as outsiders who remove local resources
 - Stakeholders do not receive project benefits

CYCLE OF INSECURITY

TRADITIONAL SECURITY PARADIGM

- Reacts to the environment and perceived threats
- Dependent upon costly investments in physical / technical security
 - Builds physical / psychological barriers with stakeholders

HEIGHTENED SECURITY POSTURE

- Increase security footprint with private contractors / host nation
- Reinforce negative perceptions / establish a foothold for maligned actors
- Reduce community outreach engagement activities

COMMUNICATIONS TECHNOLOGIES = HARMFUL

- Provoke protests, strikes, litigation, and violence
- Enable stakeholders to disseminate narratives that amplify fear
 - Increase demands on governments and private companies

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ENODO breaks the cycle of insecurity through a soft-power solution that:

1 Attacks the root cause of insecurity: identity conflict

ENDURING

STAKEHOLDER RELATIONS

Shape / monitor the envi-

ronment through engage-

Build information networks

to receive advanced threat

Prevent negative conse-

quences of reputational and social risk

indications and warnings

ment strategies

- 2 Erodes support and eliminates safe havens for criminals / terrorists
- 3 Creates local pockets of stability and enduring security environments

COMPETITIVE ADVANTAGES

- Minimize dependency on national, local, and private security
- Reduce expenditures on expensive physical and technical security practices
- Establish an additional layer of security and intelligence
- Shape local population's perceptions to protect employees, physical assets, and reputation
- Create enduring stakeholder relations with individuals and communities
- Re-define risk portfolio / mitigate systemic risk

POPULATION-CENTRIC ANALYSIS

- Pinpoint stakeholder identities / beliefs / behaviors
- Deliver contextual understanding of current and historical culture / traditions
 - Determine how the organization and community impact each other

ENODO SECURITY DESIGN

BASIC NEEDS ASSESSMENT

- Define stakeholder basic needs and deficiencies
- Design programs that fulfill basic needs / align community objectives
 - Identify existing social networks to distribute resources

EXECUTE ENGAGEMENT STRATEGIES

- Disseminate messages through key stakeholders
- Implement tailored basic needs projects through social networks
 - Increase positive impact of the organization on the community

POSITIVE COMMUNICATIONS

- Design narratives that shape perceptions / beliefs
- Construct messages that align with stakeholder identity / basic needs
 - Undermine negative influencers (e.g., political, criminal, religious)