

SANDIA TALKS

A THEORY OF ARTIFICIAL SENSE MAKING

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THE SOVIET INVASION OF AFGHANISTAN

What is the threat from X?

PEARL HARBOR ATTACK

What are the intentions from this enemy?

THE 9/11 ATTACKS

THE TET OFFENSIVE

If we did this, what will the enemy do?

THE COLLAPSE OF THE SOVIET UNION

What just happened?



Why did it happen?

THE IRANIAN REVOLUTION

Can I rely on this information?

THE BAY OF PIGS INVASION

Where will the next attack occur?

THE IRAQ WAR

Where is the enemy?

THE YOM KIPPUR WAR

What will Y do next?

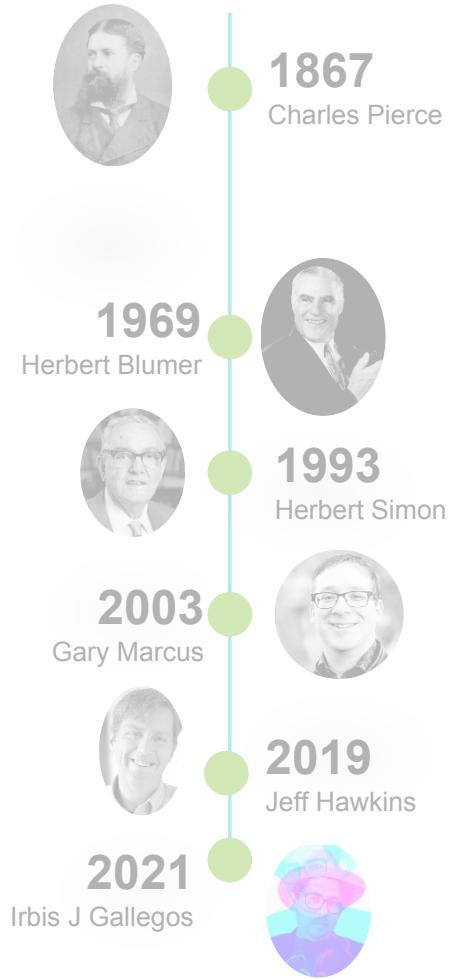
THE INDIAN NUCLEAR TEST

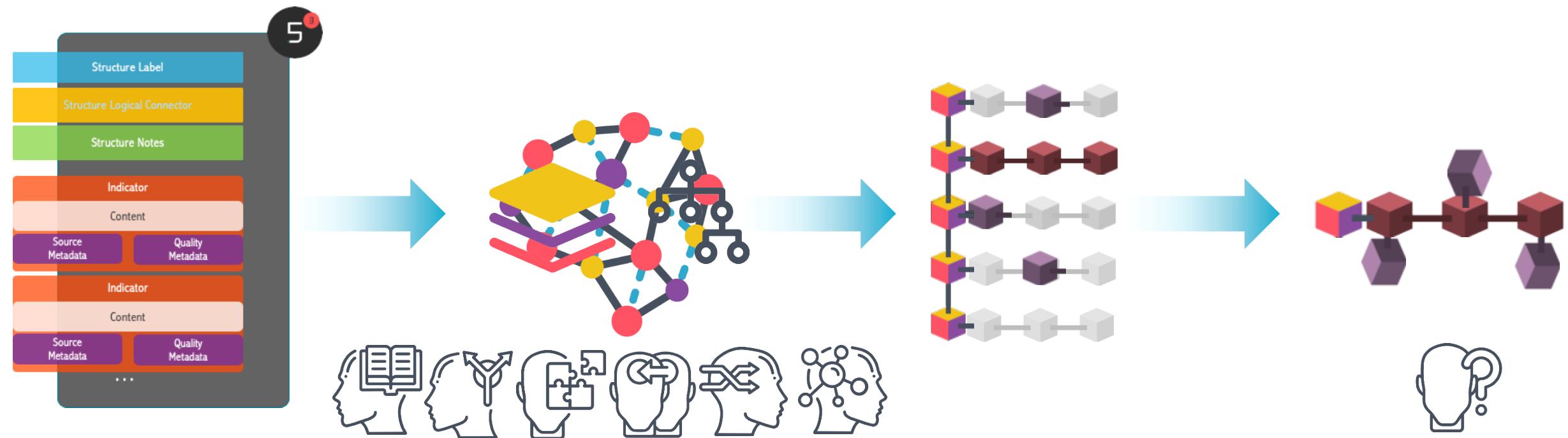


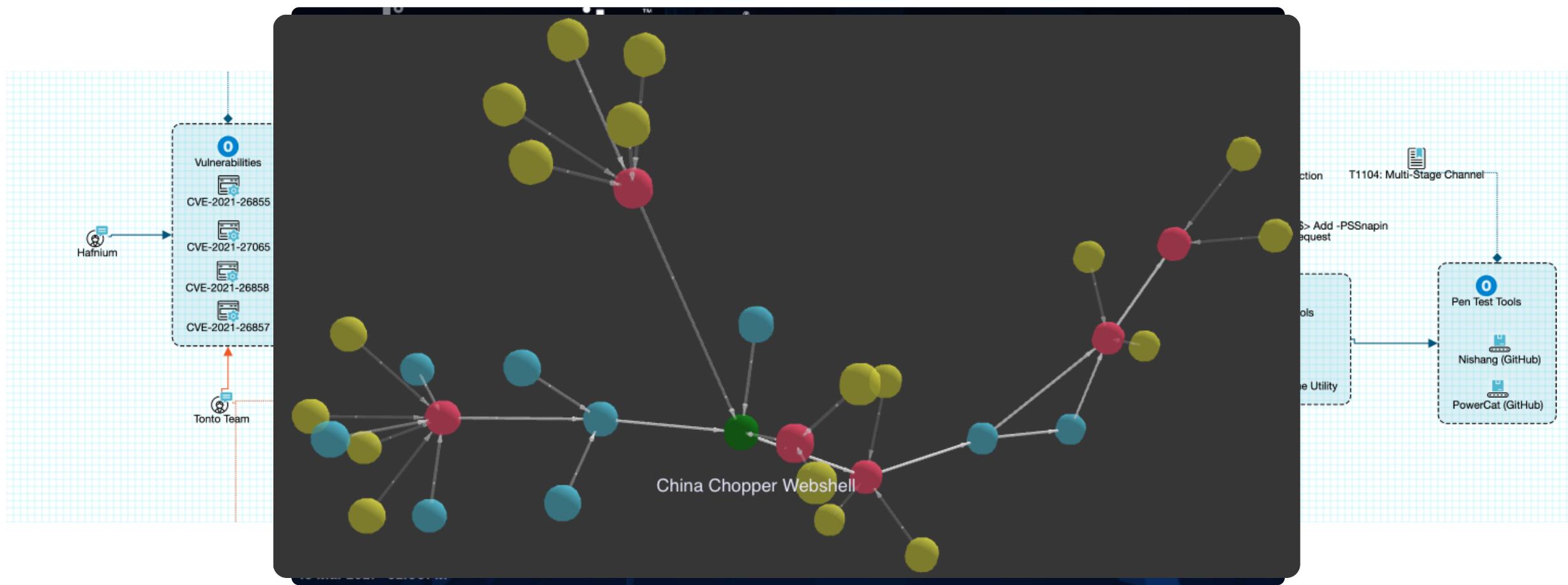


Context/Intent

Experience







Bring the Balance of the **FATEs** to the Intelligence Analysis.

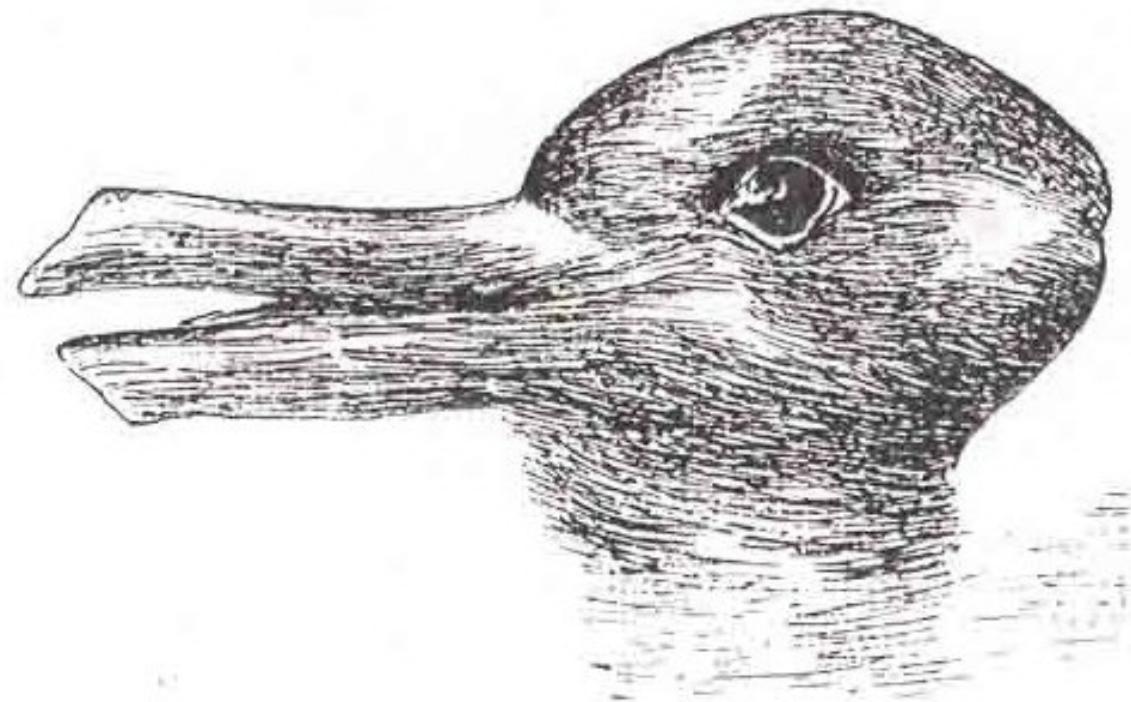
Fair

Accurate/Accountable

Transparent

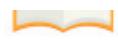
Ethical





It is not about the first impression...

It is about the **different perspectives** that make sense of the world.



SANDIA TALKS

THANK
YOU



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NEXT TALK
WILL BEGIN AT

