

Effectively Communicating Threat Intel and Its Value

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“I'm quite satisfied with the intelligence support, but there is one area in which you'll just have to do better.”



“The Office of Comic Relief, will have to step up its output.”



Trump and Intelligence: 6 Ways To Deal With Challenging Intelligence Consumers

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It is no secret the President Elect Trump is skeptical of the Intelligence Community (IC). He has openly questioned Russia/US election "hacking" on many occasions. This week he tweeted:



Donald J. Trump
@realDonaldTrump

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The "Intelligence" briefing on so-called "Russian hacking" was delayed until Friday, perhaps more time needed to build a case. Very strange!

1. **Use their terminology; not yours.**
2. **Focus on what they care about.**
3. **Create a personal story that resonates with your consumer.**
4. **Build briefing dossiers on your intelligence consumers.**
5. **You may have to alter your existing practices.**
6. **Engage with them outside of official work channels.**

What would you say ya do here?

