

Known Unknowns

“As our circle of knowledge
expands, so does the
circumference of darkness
surrounding it.”

—ALBERT EINSTEIN

Who we are

A one person consulting company
with over ten years experience in
intelligence, consulting, government
and much more...

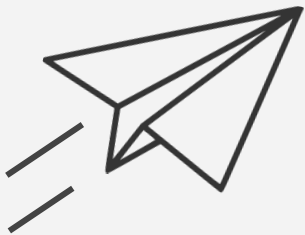


A proven track record of providing
valuable insightful analysis that has
practical impact on business



Our mission is to create knowledge,
not profit.





How we work

It would be great if all problems were as simple as going from **A** to **B**.

But while our problems might be complicated the solutions don't need to be. Known Unknowns works on the Hubbard principle;

- You have far more data than you think.
- You need far less data than you think.
- Useful, new observations are more accessible than you think.

Simplicity itself

We don't overcomplicate solutions. We design them within your organisation, to tackle practical problems using tried intelligence principles and data driven insights.

Our method, is simple...

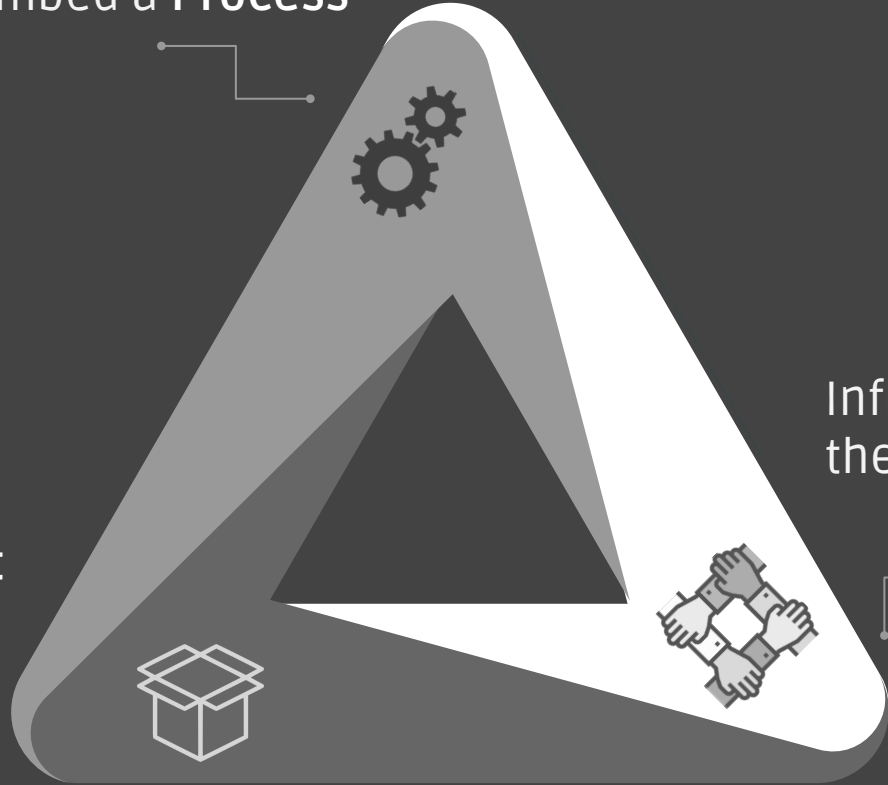
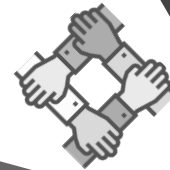
Build a **Product**



Embed a **Process**



Influence the **Culture**





The Process

Businesses run on a complex series of processes. Any new or intelligence-led product needs to have its own, embedded process that makes it part of the fabric of how you do business.

- We help add the principles, tools and learning necessary to succeed

The Product

You wouldn't order online without some sense of what you were buying. So why take chances with something as important as corporate knowledge?

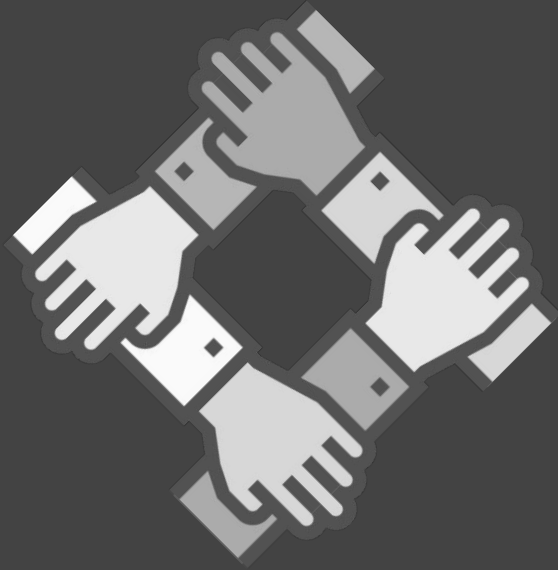


- We work with you to understand the outputs up front and iterate as needed with you at the helm every step of the way.

The Culture

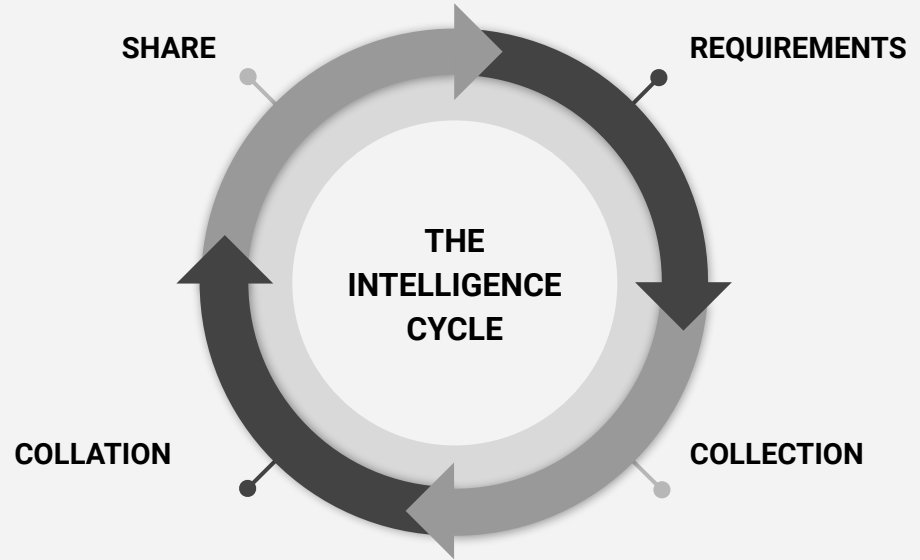
All the best laid plans succeed and fail on their ability to capture interest and imagine; from front line workers all the way up to the board room.

- We help influence the business through inclusion, knowledge sharing and education



Where to Begin?

We first understand the problem using the intelligence cycle. Understand the **requirements**, search for and **collect** data, **collate** that information into a product, **share** that learning, repeat...



Where do we end?



Known Unknowns core value is **Creating Knowledge**. No upsells, no bluffing, no mission creep projects.

We work to your requirements until you are comfortable to take on the work yourself. But, don't worry, we won't leave you hanging either. If you ever get stuck contact us.

THANKS!



Do you have any questions?

jb@knownunknowns.co.uk

+74 2251 6848

knownunknowns.co.uk