

# Corporate Profile

An Insight-Driven Psycho-Socio-Political-Risk  
Solutions Consultancy  
To Support Critical Decision-Making

Enabling the  
Understanding, Anticipation and Influencing  
Of Adversarial Human Behaviour & Complex Situations

#### Contact Information

Richard Jansen, Operations Manager

+27 76 043 9690

[richard@paradigm-a.co.za](mailto:richard@paradigm-a.co.za)

---

**Company Registration:** 2012/000869/07 | **George H. Nel (Director)** | **Richard Jansen (Director)** |  
**Company Contact Information:** | **e.** [info@paradigm-a.com](mailto:info@paradigm-a.com) | **w.** [www.paradigm-a.com](http://www.paradigm-a.com) | **a.** 54 Elephant  
Road, Monument Park, 0181, Pretoria, Republic of South Africa | **p.** P.O. Box 11235, Zwartkop, Centurion,  
Pretoria, 0051

# Paradigm Alpha (Pty) Ltd

Specialists in Technology-Driven Socio-Political-Behavioural Security-Risk Intelligence

Supported by the Galaxy Decision-Support Software Systems, a Smart Intelligence and Sense-Making Analytical Software and Technologies

For decision-makers to understand dynamic and complex environments, requires more than a fixed and limited appreciation of the situation; a decision-maker must have a timely and comprehensive flow of relevant information and actionable

## BUSINESS OVERVIEW

### About Paradigm Alpha (Pty) Ltd

#### The Ultimate Objective

To neutralise psycho-socio-political risk and adversarial situations and outwit, outmanoeuvre and outperform adversaries.

Paradigm Alpha (Pty) Ltd is a leading security-risk intelligence consultancy with exceptional knowledge and expertise in integrating tangible and intangible intelligence into decision-making.

Paradigm Alpha, established in 2010 and based in Pretoria, South Africa, and its vast network of specialists, modern technologies and specialised methodologies, is a Technology-Driven Socio-Political and Behavioural Risk Intelligence Analysis and Interventions Consultancy, enabling critical decision-making by the understanding, anticipation and influencing of adversarial human behaviour and complex problems and high-risk situations.

## What We Do?

Paradigm Alpha delivers actionable (socio-psychological) insights for critical decision-making, enabling the ability to deal with complex problems and high-risk situations more effectively.

### Deliver Solutions and Strategies to Decision-Makers

Complex problems and high-risk situations are driven by the “human element”, therefore understanding the socio-psychological and behavioural drivers of actors’ (individuals, groups and populations) are critical to anticipating and influencing adversarial situations.

Paradigm Alpha provides an innovative approach to Psycho-Social-Political Risk Intelligence Analysis and Intervention (Mitigation) Strategy Development, we do this by utilising a unique Integrated Risk Intelligence Analytical & Intervention Framework, supported by technology and the Galaxy Decision-Support System.

Paradigm Alpha, offers comprehensive and integrated solutions, based on an “Integrated Insight-Driven Strategic and Behavioural Risk Analysis Approach” (Fusion-Intelligence), including Communication and Behavioural Intelligence and Profiling, for the understanding and mitigating of complex problems and situations, assisting in counteracting adversarial and mitigating challenging situations, and providing actionable influencing and or intervention advisory solutions across all regions, industries and sectors of the African continent.

We were established on the idea of effectively transforming real-time, all-source information and data into actionable insights to support strategic, operational and tactical decision-making.

## What Are We Striving For?

### Research and Development Focus

"Search for the latest developments in communication and behavioural change methodologies, develop these findings into practical applications within the intelligence/security context and offering operational and management support as required in order to achieve tactical and strategic objectives."

Paradigm Alpha is constantly striving to be at the forefront of developments within the socio-political-behavioural security-risk intelligence space, integrating the tangible and intangible, Psycho-Social and Behavioural risks, that drives individuals, groups and populations actions/activities.

We are striving to establish a **Behavioural & Communication Intelligence Training & Applications Research Capability**.

**Behavioural & Communication Intelligence (BCI)** is concerned with the understanding, predicting and influencing of people's behaviours and focuses on *Communication and Behavioural Change Methodologies and Techniques* that can be applied within the intelligence/security operational and management context.

The following are preliminary core functions of the capability:

- To co-ordinate the collection, evaluation, interpretation and application of Behavioural and Communication Intelligence.
- The creation of a **Database** of the latest research, methodologies and related information and available trainings.
- To research and develop effective **Persuasion Strategies** and development of **Counter Persuasion**.

- To provide **critical** Personal, Organisational and Cultural assessments and profiles, skills, support and techniques that will ensure the **successful achievement of Strategic Objectives** during encounters with significant persons, groups or organizations
- To research and develop effective **Deception Detection Strategies** and **Counter Deception Detection Techniques**.
- Transfer of skills that will enable the intelligence/security agencies to achieve its strategic objectives during encounters with significant persons, groups and organisations
- Support the services during intervention projects.
- Create customised training and coaching program for those directly involved in intervention projects.

## **OPERATING IN A COMPLEX RISK LANDSCAPE**

### **The Challenge**

#### **Decision-Making In a VUCA-World**

**(Volatile, Uncertain, Complex and Ambiguous World)**

#### **Risk Exposure - Understanding Today's Complex Risk Landscape**

Today's dynamic world is characterised by volatility, uncertainty, complexity, and ambiguity (VUCA), including the complexity of human behaviours, can be challenging for decision-makers around the globe.

Given today's complex risk landscape, mainly due to "interconnected complexities" often

arising from “remote causes” way outside our control”, it is difficult to stay up to date with what is happening in an operating environment.

The 21st century complex risk landscape, mainly due to “interconnected complexities” often arising from “remote causes” way outside our control”, include, societal risks such as terrorism, corruption, global warming, food/water security, etc. which could result in potential future loss including loss of life) resulting from a specific adversarial activities or events.

The rate-of-change that organisations face are increasing rapidly. The opportunities and threats that arise are dynamic and complex and show up unexpectedly, causing increased volatility and uncertainty thus increasing the pressure on decision-makers and strategists to respond appropriately.

This uncertain and volatile operating environment increases the need for Situational Intelligence, accurate, sufficient and real-time strategic, operational and tactical intelligence, including behavioural risk intelligence.

## **SECURITY-RISK INTELLIGENCE ANALYSIS**

### **Socio-Political Behavioural Security-Risk Intelligence Analysis**

While (hind)sight is about understanding the past, (In)sight is about understanding the present, (fore)sight is about understanding the future systematically.

(Kuosa, 2011, p. 9)

### **Multi-Dimensional Insights for Supporting Decision-Making**

Poor decisions and strategies are normally either one-dimensional or due to insufficient and/or inaccurate information, specifically wrt. the “human element”, misunderstanding people’s intentions (human nature, human tendencies, intentions etc.). Intelligence often

fails to provide decision-makers with the best possible holistic explanation of an inherently complex situation based on all the accessible and relevant information.

This gap can be filled by utilising the latest developments in intelligence gathering-analysis methodologies and utilising an **intelligence fusion methodology**, an **Integrated Strategic and Behavioural Intelligence Approach** that assists significantly in **understanding, predicting and influencing people and complex situations (operating environment)**.

## Security-Risk Intelligence Analysis Objectives

### Three Key Elements

The three key elements to strategic, operational and tactical planning and strategy development thus entail:

- Understanding, gaining insight into the present situation, individuals and organizations involved, the relations and dynamics between these and the effect they have on the Client's goals and objectives.
- The anticipation (foresight) of threats or potential threats that can prevent the Client organization's performing optimally.
- Influencing, controlling the environment and the role-players directly or indirectly through "actioning" measures and counter-measures, or in situations that cannot be controlled, to allow the Client to pre-emptively position itself to deal with such situations more effectively. In essence, this means that the Client can, where

possible, take control and focus on initiatives that can assist in creating a desired political operating environment.

### **The Ultimate Objective:**

**To neutralise socio-political risk and adversarial situations and outwit, outmanoeuvre and outperform adversaries.**

The objectives and outcomes include the following:

- Provide a big picture view of the socio-political situational dynamics that can include mapping the power-influencing dynamics, the formidability of relevant organizations and individuals, the ability to influence the situation, the ability to anticipate potential threats.
- **The development of Integrated Solutions** to meet strategic and operational objectives.
- Preventing **surprises** by anticipating the actions and reactions of other role-players.
- Assist in **anticipating unintended consequences** as a result of own decisions, other's decisions and actions.
- Assist with the **development and implementation of strategies** to achieve strategic and tactical objectives.

## **SERVICES OVERVIEW**

Paradigm Alpha offers a wide range of tactical, strategic, competitive and fusion intelligence-based consulting services and products to support executive decision-makers, in managing risk and improving competitiveness.

Through a unique and highly specialised combination of professional services, Paradigm



Alpha provides fusion intelligence-based solutions for complex strategic problems to manage and mitigate risk for businesses. Paradigm Alpha assists clients in the following areas:

## Overview of Range of Services

- **Situational Monitoring, Analysis-Research and Strategising**
    - In-Time Socio-Political Risk Monitoring
    - Monitoring, Assessment and Interpretation
    - Actionable Situational Intelligence (Situational Awareness & Situational Understanding)
      - Critical decision-making is dependent on Actionable Situational Intelligence, which is based on situational awareness, situational analysis and situational insights.
      - A Situational Awareness Platform combines data from multiple subsystems into one interface, enabling rapid, accurate and proactive response.
  - **Socio-Political Risk Analysis**
    - Early Warning and Interventions
    - Threat Intelligence: Identifying threats or potential threats in operating environments;
  - **Geo-Socio-Political Research and Analysis**
    - Regional Security-Risk Analysis
    - Socio-Political Monitoring and Assessment
  - **Reputation Risk Analysis and Monitoring**
    - Public Opinion-Reputation-Sentiment Monitoring and Management
    - Reputation Risk Monitoring and Management through specialised Media Monitoring, Analysis and influencing capability;
  - **Media Monitoring and Analysis**
-

- Media Analysis;
- Social Media Monitoring, Analysis and Countermeasures
- Counter-Propaganda and Fake News Monitoring and Countering
- **Communication and Influencer Strategies**
  - Perception Management and Intervention Measures
  - Campaign Planning and lobbying
  - Strategic Messaging
  - Message Crafting
- **Influencing and Power Mapping**
  - Actor/Stakeholder Analysis
  - Influence and Power Mapping
  - Geographical Power Influence Study
  - Negotiation and Conflict Management
- **Election Campaigning Support;**
  - Target Audience Analysis
  - Capturing Hearts and Minds Campaigns
  - Campaign Planning and lobbying
  - Strategic Messaging
  - Message Crafting
- **Intelligence Driven Investigations and Support**
- **Security Intelligence and Counter-Intelligence Solutions:**
  - Countering fraud/corruption and protecting the client's assets, information, personnel and systemic processes.
- **Behavioural Security-Risk Intelligence Analysis and Mitigation**
  - Internal Behavioural Risk Intelligence: Identifying the risk behaviours of personnel, insider threats, risk patterns and mitigation of human risk;
  - External Behavioural Risk Intelligence Services with specific focus on understanding adversarial groups, key role-players and influencers, stakeholders,

pressure groups, etc. that can impact on or potentially impact on peace and security and the ability to anticipate individual's/groups action and how best to take pre-emptive action and/or engage or intervene;

- **Due Diligence and Integrity Investigations:**
  - Lifestyle audits/Vetting services and Integrity testing;
- **Training:**
  - Specialised Behavioural Risk Intelligence-Security related training.

## **METHODOLOGY AND APPROACH**

### **Actionable**

#### **Situational Intelligence**

#### **Situational Awareness & Situational Understanding**

The methodologies and skills required to mitigate the 21<sup>st</sup>-century challenges includes sophisticated monitoring technology, information visualisation-analytical-forecasting software tools, sophisticated link analysis, concept analysis, network analysis, geospatial analysis, target audience intelligence analysis, socio-psychological-cultural topographical analysis and modelling-simulations to analyse scenarios, etcetera.

#### **Situational Intelligence**

Critical decision-making is dependent on situational awareness and situational understanding developing situational intelligence.

Situational intelligence enables better rapid decision-making, and the ability to understand, anticipate and influence complex situation, based on sufficient and accurate information, the truth, to see things as they are.

As most strategic, operational and tactical failures are mainly due to insufficient and inaccurate information, especially about the human dynamics within a specific context, so to ensure real-time insights, sufficient and accurate information is required regarding all the factors and forces that influence the specific situation and the human dynamics.

## Situational Awareness

Situational Awareness

Real-Time Decision Making



## Integrated Picture of The Current Situation: "Knowing What Is Going On"

Situational awareness serves to having real-time visibility into “knowing what is going on” and plays a crucial role in the efficiency of public and private organisations such as large-scale businesses, government agencies, and many other industries.

## Decision-Driven Intelligence

Decision-Driven Intelligence provides actionable insights for understanding, anticipating and influencing complex situations and human behaviour.

Situational Intelligence, that provides actionable insights, fulfils the need for decision intelligence, accurate and sufficient insight to drive effective decision-making.

Situational Intelligence consist of Situational Awareness and Situational Understanding and involves Dynamic Contextual Analysis (DCA) a multi-disciplinary approach that enables making sense of complex situations involving the interaction between humans and external circumstances, based on a deep understanding of the situational, contextual and human dynamics within a specific geographical area to achieve a specific objective.

## Multi-Disciplinary Approach

### Tangible and Intangible Drivers of Human Behaviours and Situations

The multi-disciplinary approach includes the understanding of the tangible and intangible drivers of human behaviours and situations. This is achieved by the utilisation of technology, integrating the tangible (who, where, what, what) intelligence and the intangible (why), the social and behavioural aspects that drive human behaviours (individuals, groups and society), human behavioural intelligence, (Fusion Intelligence) for an integrated approach to dealing with complex situations and complex human behaviours/dynamics.

## All-Source Fusion Analysis & Synthesis

- Intelligence often fails to provide decision-makers with an effective understanding of complex and dynamic environments.
- This failure stems in great part from a failure to deliver holistic, fused analysis and synthesis.
- The primary purpose of intelligence is to support the decision-making process of leaders.

## The Galaxy Risk Intelligence Decision Support System

### The Galaxy System Situational Awareness Platform: A smart Intelligence Decision Support System

When used strategically, situational awareness platforms aggregate data, workflows, and communications to provide business teams with the real-time insight needed for immediate, informed action.

## **Paradigm Alpha provides a Situational awareness platform to do just that.**

These platforms include location intelligence, geo maps, dynamic database, integrated analytical framework, Dashboards reflecting real-time insights, providing a common operational picture for all involved in operations.

A Situational Awareness Platform combines data from multiple subsystems into one interface, enabling rapid, accurate and proactive response.

Situational Intelligence enhances situational awareness by providing visibility and insights to developing risk-security situations. Internationally, nations, cities, and organisations use multiple, disparate information systems and technologies to understand what is happening daily and prepare for unique threats that evolve, including crime, vandalism, natural disaster, fire, terrorism, riots, traffic safety and more.

By collecting Actionable Intelligence from any number of sensors, such as video surveillance, open-source web intelligence, crowdsourcing, weather sensors, mobile location and more, decision-makers are empowered to manage and respond to situations efficiently, share information easily with multiple agencies, employees, citizens, and/or first responders. Moreover, by creating a single enterprise-wide view across disparate systems and technologies, Situational Intelligence improves response time, lowers costs and increases operational efficiency.

## **Socio-Political Risk and Security Intelligence Technology-Driven Support Tools**

The skills required to mitigate the 21<sup>st</sup>-century challenges far exceed those of normal security, military, police or intelligence services' capabilities. Traditional security and risk management practitioners, military, policing and intelligence methods no longer work in a fast-changing, dynamic and complex world, dealing with extremist groups, criminal organisations, violent activists, etcetera. Fighting an internet or social media-based virtual organisation that has no land or physical headquarters to protect and operates without a central command is extremely difficult. Security institutions are forced to change their operational practices.

**These tools enable the ability:**

- To counteract challenging/adversarial situations and outwit, outmanoeuvre and outperform adversarial role-players/stakeholders.
- To act proactively by identifying, responding to, and influencing changes in its operating environment, before a crisis arises.
- To have Real-Time access to:
  - Critical Intelligence Solutions: The decision-makers must always be able to have access to up-to-date socio-political-security intelligence that enables more effective decision-making.

- Real-Time Threat Intelligence Assessments (“Feel” and “Pulse”): In-time updated threat intelligence assessments of the socio-political and security situation at different strategic and tactical levels.

## The Nova Galaxy Smart City/Safe City System

### GeoSmart Security

The GeoSmart Security, Smart-Safe City Concept (community safety focussed) comprises an integrated, multi-sectoral approach to improve the liveability of cities, towns, communities and quality of life for all community members, based on the premises that good urban governance, planning and management can improve safety and prosperity.

**Note:** Nova Galaxy, a Smart City /Safe City System, serves as an example of a **Technology-Driven Risk-Security Intelligence Support System**, which can be adopted to meet specific organisational needs.

The Nova Galaxy (Smart City /Safe City System) can enable early detection of threats, and if not preventable a more rapid response and recovery, to reduce loss of life and property, thereby bringing justice and normality to an ever more urbanised society.

The concept can be applied to cities, towns, industrial parks, college campuses, or any other physical environment where people require a safe and comfortable environment.

The Nova Galaxy as a system consists of two elements, namely the Nova Galaxy incident management workflow database with trend analysis system and the incident reporting mobile application (Panic App). The mobile application functions as the reporting interface and used by the community to access and request emergency services which is directly linked to the Nova Galaxy system. The Nova Galaxy system is managed from a data centre and manned by an incident commander to assist, direct and channel information to law enforcement, first responders and or emergency services.

The data collected by the Nova Galaxy system can be mined to assist law enforcement, community policing and emergency service providers in utilising resources more efficiently, provide effective responses to emergencies and minimise the response times while providing in-time information as to developing situations. Information resources of various data inputs can be utilised and captured in the system. These inputs can be used to manage the situation and is stored as part of a body of evidence, but also forms part of the statistical database interrogated by Artificial Intelligence Algorithms, to link related crimes and provide predictive models to be used to prevent crimes, based on developing trends.

The Nova Galaxy approach, which includes IP camera surveillance systems are an integral part of a holistic security system for keeping people and assets secure, providing real-time situational awareness as well as the ability to review and keep on record incidents of interest. It also aids in providing intelligence based on the

identification of suspicious, unethical, and inappropriate behaviours, and other related incidents and helps with the identification of behavioural patterns, hotspots, individuals of interest, suspicious vehicles etcetera.

Smart City / Safe City and IP surveillance systems have evolved over the years to such an extent that the applications of such systems go far beyond just attempting to capture theft on film, other applications include emergency response and evacuation, fire control, OHS (Occupational, Health & Safety), environmental control, manufacturing process control and investigations

## The GeoSmart Risk - SmartCti Elements

To ensure peace, stability and economic growth, you require a stable environment in which to operate. To bring all the disciplines together a platform that can work through all the different databases is required to:

- Collect all relevant information
- Interpret and Disseminate
- Perform a Risk and Threat Assessment/Preparedness Matrix
- Merge the above, prioritise for execution and report

## Centralised Data Centres as Nerve Centres

There are several essential components in developing a safe/smart city with its functionalities, technical data sensors, data management and integration with the Internet of Things (IoT). One such component is a centralised data centre and “nerve” centre to enable effective control and operations. Data centers need to act as nerve centres, an integrated risk intelligence and operational system, with an all-source information capability (including feeds from reports from the field, video and audio feeds, drones, etc.) not only focussing on IP surveillance, but also responsible for health and safety, production, managing operations and an intelligence hub where 24/7 situational awareness is maintained and sophisticated decision-support systems and planning and execution enablers, similar to an “**Executive Decision and/or Management Room**” scenario.



“Apart from intelligence and people (people with effective training and the right aptitude), data or nerve centres as they are likely to be called in future, are also a critical factor in tomorrow's risk management world.”



## The Nova Galaxy Provides Real-Time Situational Awareness

Situational Awareness combines data from multiple subsystems into one interface, enabling rapid, appropriate, and proactive responses.

Situational Intelligence enhances situational awareness by providing visibility and insights to developing risk-security situations. Internationally, nations, cities, and organisations use multiple, disparate information systems and technologies to understand what is happening daily and prepare for unique threats that evolve over time, including crime, vandalism, natural disaster, fire, terrorism, riots, traffic safety and more.

By collecting Actionable Intelligence from any number of sensors, such as video surveillance, open-source web intelligence, crowdsourcing, weather sensors, mobile location and more, decision-makers are empowered to manage and respond to situations efficiently, share information easily with multiple agencies, employees, citizens, and/or first responders. Also, by creating a single enterprise-wide view across disparate systems and technologies, Situational Intelligence improves response time, lowers costs, and increases operational efficiency.

## Pro-Active Rather Than Re-Active Approach

The ability to gather all-source information/intelligence from all-source input, such as, surveillance footage enables pro-active prevention of crimes or at least mitigation strategies that would limit the damage.

## Data Centres as an Intelligence Centre Providing Actionable Insights

The Nova Galaxy system is more than just monitoring videos and the focus is on intelligence, the “so what” and how this capability can be used to its fullest extent.

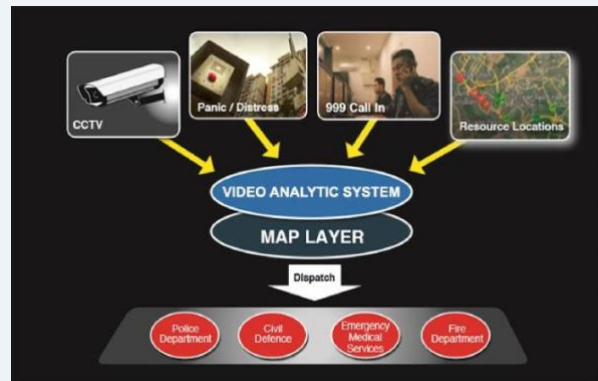
The aim is to obtain intelligence from surveillance operations instead of a reactive approach of just monitoring and recording of videos and reporting incidents, after the fact. Just as the new trend in information technologies, with access to massive volumes of data, “big data”, the ability to sort through mountains of data and extract value, the surveillance world is on a similar path. With all-source information obtained from the output of connected devices, whether security or otherwise and incorporating them into an integrated software analytical system designed to sort and analyse the data into useable and relevant information, or intelligence, is key to the success of identifying and mitigating risks.

The focus on Actionable Intelligence/Insights, data is collected from the environment, filtered, analysed, and converted into actionable intelligence/Insights.

## Elements of a Safe City Deployment

Elements of a Safe City deployment may comprise of the following sensors and or

- Broadband infrastructure
- Surveillance cameras
- Social media
- Traffic management
- Infrastructure monitoring
- Reaction and response
- Emergency services
- Centralised management centre
- Data storage
- Intelligence and analysis systems
- Citizen report system
- Internet of Things (IoT)



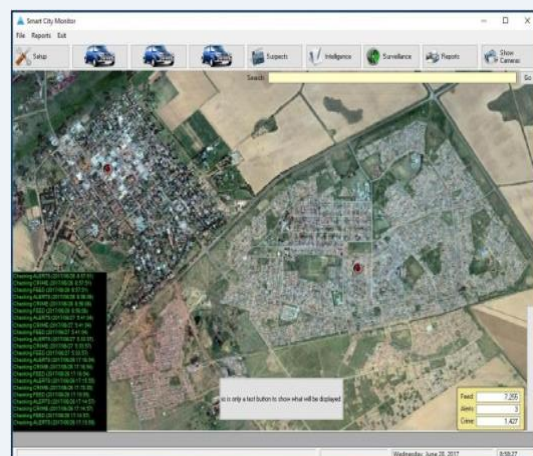
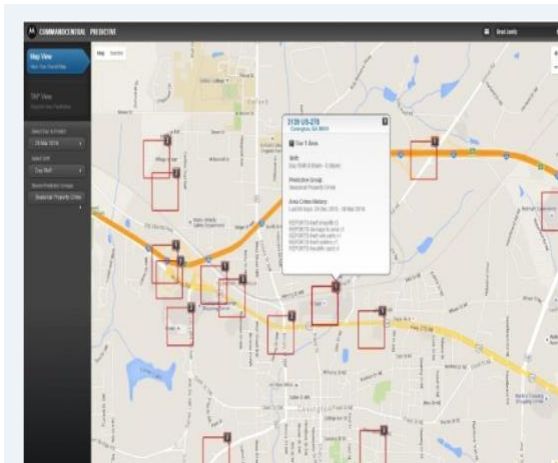
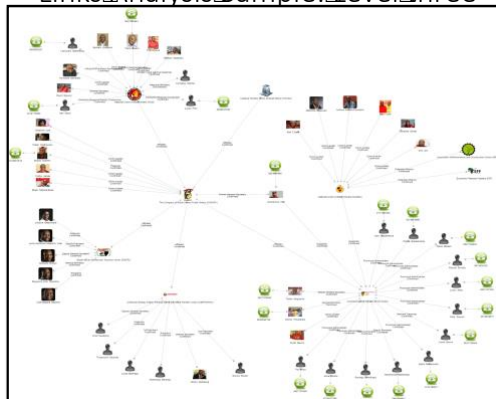
## Integrated Software Analytical System

Although a successful Smart/Safe City system relies heavily on technology and knowing the hardware, specifications of various cameras, storage systems and management platforms are essential; other critical factors include the actual management of the system and the people involved. This includes SOPs, the quality of personnel managing and running the system, as well as their interaction with stakeholders and the Client.

## Crime Intelligence Overview

- Predict criminal activities.
- Predict possible targets for crime.
- Shows “hotspots” with probability.
- Real-time information input function.
- Manual information capturing function.

Links Analysis Sample: Level Three



## CLIENT BENEFITS

Paradigm Alpha assists its clients to identify the internal and external risk, business and environmental influencers, the role players and drivers of risk factors, the strengths and weaknesses of competitors and or adversaries with the aim of maximising business potential and minimising risk and losses. Paradigm Alpha gathers and correlates the intelligence that gives clients the foresight making it possible to plan for and prevent or manage the effects of undesirable outcomes that result from competitive, risk, criminal activity and macro influencers.

With the improvement of our client's competitiveness they can:

- Outmanoeuvre adversaries and competitors,
- Make better decisions,
- Minimise the risk of security breaches and protect intellectual property,
- Negotiate from a position of strength,
- Influence and lobby decision-makers effectively.

**The Empires of The Future Are the Empires of The Mind**

**(Winston Churchill)**