

AXIOMS FOR INTELLIGENCE ANALYSTS

1. BELIEVE IN YOUR OWN PROFESSIONAL JUDGMENTS.
2. BE AGGRESSIVE, AND DO NOT FEAR BEING WRONG.
3. IT IS BETTER TO BE MISTAKEN THAN TO BE WRONG.
4. AVOID MIRROR IMAGING AT ALL COSTS.
5. INTELLIGENCE IS OF NO VALUE IF IT IS NOT DISSEMINATED.
6. COORDINATION IS NECESSARY, BUT DO NOT SETTLE FOR THE LEAST COMMON DENOMINATOR.
7. WHEN EVERYONE AGREES ON AN ISSUE, SOMETHING PROBABLY IS WRONG.
8. THE CONSUMER DOES NOT CARE HOW MUCH YOU KNOW, JUST TELL HIM WHAT IS IMPORTANT.
9. FORM IS NEVER MORE IMPORTANT THAN SUBSTANCE.
10. AGGRESSIVELY PURSUE COLLECTION OF INFORMATION YOU NEED.
11. DO NOT TAKE THE EDITING PROCESS TOO SERIOUSLY.
12. KNOW YOUR COMMUNITY COUNTERPARTS AND TALK TO THEM FREQUENTLY.
13. NEVER LET YOUR CAREER TAKE PRECEDENCE OVER YOUR JOB.
14. BEING AN INTELLIGENCE ANALYST IS NOT A POPULARITY CONTEST.
15. DO NOT TAKE YOUR JOB-OR YOURSELF-TOO SERIOUSLY.