

## METHODOLOGY

“Identity is the most fundamental and strongest human need, which explains why it underlies most conflicts.”

ENODO Global designed a population-centric methodology to systematically solve complex problems that private and public sector clients encounter in dynamic social environments. ENODO's methodology leverages decades of business expertise, real-world military operations, and social science competencies to identify and mitigate social risk.

Companies around the world are engaged in conflicts against individuals, communities, activist groups, and terrorist networks, often unintentionally. At the center of these conflicts are the various ethnic, religious, and social identities that foment unrest and fuel violence. To counter this unrest, ENODO blended Counterinsurgency Doctrine, which identifies the center of gravity for any conflict, with Identity Conflict Theory, which predicts a person or group's reaction when their identity is threatened or denied legitimacy.

Identity conflict occurs when individuals define themselves in opposition to another tribe, corporation, government or entity. Identity conflict is found in every society, and is more prevalent in underdeveloped regions. Identity is the primary source of most religious and ethnic conflicts and quickly escalates into violence. It plays upon the norms, values, and traditions that exist within societies and is so fundamental to one's self-esteem and how one interprets the world that any threat to it produces an immediate powerful response.

ENODO's methodology delivers a proactive approach to understand and counter social risk before it turns into violence. Our methodology uncovers the various identity layers across race, religion, gender and other demographics, in any socioeconomic or geopolitical condition. The methodology pinpoints the dominant identity within a specific target group, identifies the social tensions that drive instability, and informs development of effective narratives and engagement strategies that resonate with the greatest segments of a population.

In today's interconnected world, unprecedented access to communications technology enables individuals and communities to instantaneously share ideas and rapidly mobilize against private and public sector clients through protests, strikes, litigation, and violence. Narratives derived from common identities fuel identity conflict, destabilize regions, and disrupt production or distribution, which increases costs and reduces profits. ENODO's methodology allows clients to safeguard their operations and reputation, while simultaneously improving the lives of communities.

