

prepared and presented by

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Investigative &
Intelligence Training

Pivoting OSINT

Demonstrating the Value of Expert Research

What sets an OSINT practitioner apart?

We don't just ride the tech wave but harness it to achieve real outcomes and results.

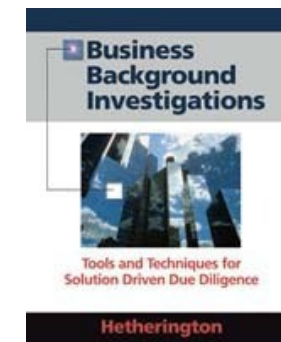
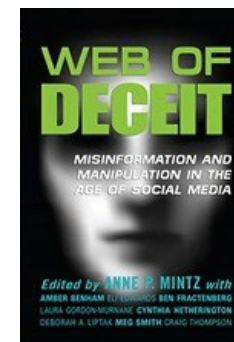
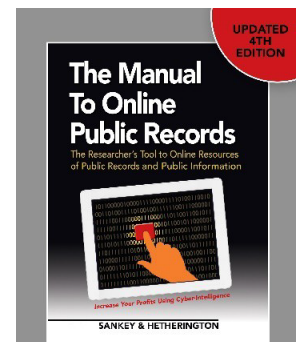
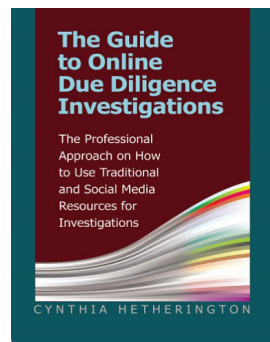


Hg HetheringtonGroup

- OSMOSIS Institute Founder
- Over 25 years of OSINT
- Government, Association & University Educators
- Global Intelligence presenters
- Author & publishers
- Security Practitioners
- Analysts
- Investigators

OSMOSIS

An Association for OSINT Professionals



internet and online intelligence newsletter
data2know.com
 A Publication of Hetherington Group

THE
OSMOSIS
 INSTITUTE

Supporting OSINT Education
 & Training for the Global
 Investigative Community.



#OSINTforGood

Oppressors Beware. We Hunt Predators.

Identify

Interdict

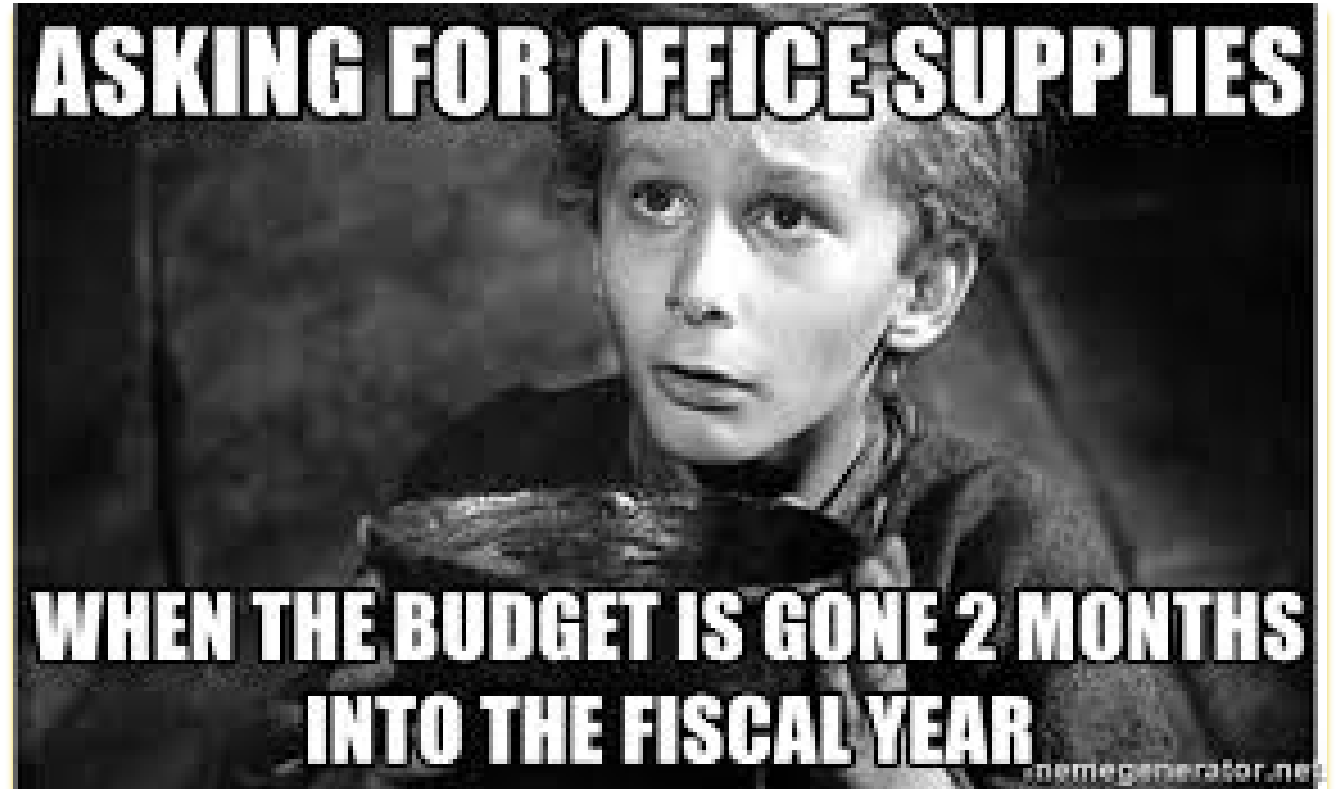
Protect and Prevent

Restore

skullgames.io

Advocating OSINT

- Helping our colleagues justify your budgets, explaining the need for proper staffing numbers, continuing education and resources.
- Explaining that ChatGPT is not the answer, *when even you secretly love ChatGPT.*



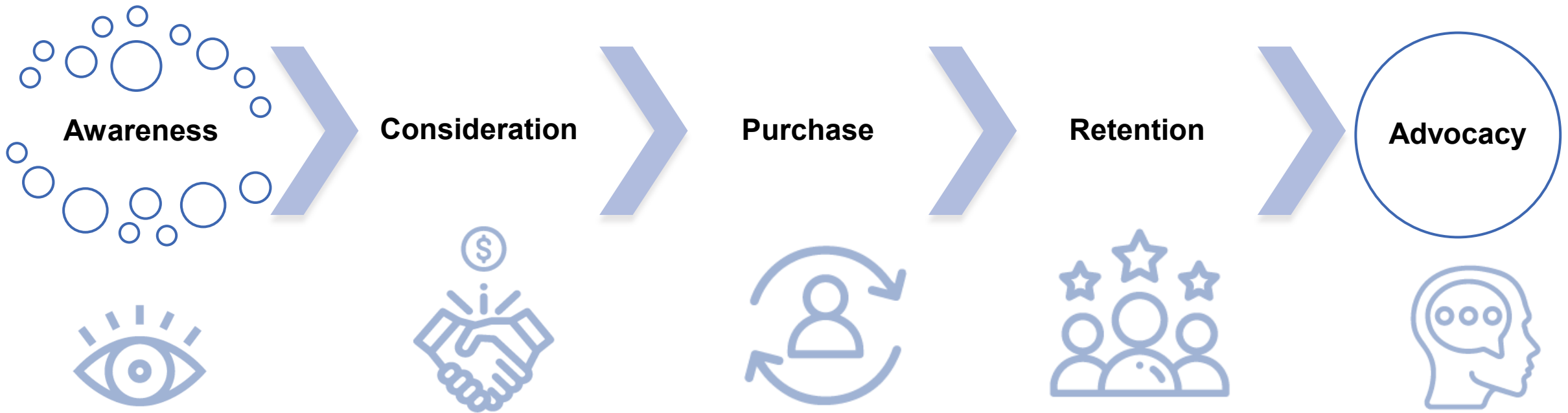
A dark blue background with a white network diagram consisting of interconnected nodes and lines, resembling a web or data structure.

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OSINT: Explain the need!

Not what you want!

Know the Five Stages of the Customer Journey



Awareness: OSINT is necessary



If you spend a minor portion of your time researching potential problems, verifying facts, and resolving unanswered questions, you can mitigate potential pitfalls.



This protects you from:

Fiscal loss

Physical loss or damage

Reputational damage

Public scorn



An hour's worth of intelligence is better than 3 hours of investigations.

Consideration: Who is the audience?

Corporate executive trying to vet new candidate, vendor or supply chain

Executive protection looking to improve his risk intelligence

Investor trying to gain more knowledge about an ideal prospect

Leader needing greater intelligence about an unknown entity

OSINT for Corporate Executive

... trying to vet new candidate, vendor or supply chain

- Compliance is going to be a big part of their request, they will be resistant to all your upgrades
- Remove the OSINT jargon/acronyms and shop-talk.
- Consider business challenges that face your executives.
- Be sensitive of budget and be prepared to speak a financial language.
- Be clear about repercussions.

TIP

Spell out every detail in your proposal, and what your expectations are, even if you must spell out their expectations as well.

Example message for Corporate

Problem: We recognize that you may have questions you need answered about the companies you work alongside or are considering partnering with. Vendors and suppliers should remain in compliance for your needs, and when they go astray, it may be your company name that feels the repercussion, or worse a mandated requirement goes unfulfilled. You may golf at their outings, the sales team may look great, their website is professional, but what do you really know about these businesses? Have you really looked at every article, social media post and financial detail? Can you see your brand name side by side with theirs?

Solution: We help with investigating any questionable partnerships, internal affairs, audit irregularities or mis-compliance actions.

OSINT for Investor

... trying to gain more knowledge about an ideal prospect

- Be mindful the investor may be speculating on a new market they have no knowledge.
- Or they are the absolute authorities and know all the key players.
- They have most likely done their homework and have entertained the target audience.
- Respect that legal, compliance, investigation, and audit leaders will have insight from different perspectives.

TIP

Respect your client and offer to 'check the boxes' 'dot the I's and cross the T's' while fortifying their research with your intelligence.

Example message for Investor

Problem: As you take risk seriously, we try to conquer the most complicated of problems and questions well ahead of your key decision time. Your job is to find opportunity and advantage for your clients, and as you reach for these opportunities, we are behind you making sure you have the best intelligence and information at hand to understand the people, companies and industry you are examining.

Solution: We bring confirmation about your investment choices, or help you avoid costly mistakes.

OSINT for Executive Protection

... looking to improve his risk intelligence

- Know and speak to your audience. Are they security or business executive?
- Consider business challenges, and pushback, that face this professional.
- Often the protected individual resists being seen as vulnerable. You need to reassure discretion.
- Be sensitive of budget, maybe you start off small and grow your risk intelligence.

TIP

Be clear about repercussions including reputational damage and backlash if OSINT monitoring is not done.

Example for Executive Protection

Problem: Hg recognizes that protecting executives can be a hard sell. Empowered, bold decision makers aren't often accepting of the thought that they are vulnerable. As the leaders of our industry, company or organization, they do recognize that what harms them also harms their brand. Keeping your executive leadership, their families and ultimately the brand safe, is Hg's goal in supporting the executive protection team. Hg's intelligence analyst team, works behind the scenes, informing the protection detail and security professionals about danger coming onto their radar.

Solution: Ultimately our work helps keep you keep your executives and their families safe, your buildings secure and your reputation sound.

OSINT for Leader

... needing greater intelligence about an unknown entity

- If the Leader is military or law enforcement, follow executive protection sales model.
- If this is a business leader considering competitive intelligence, ask if they need to understand the brand, the name or the overall market.

TIP

Clearly understand why this Leader is even talking to you. Often an event brought this issue to their desk, and they are looking to you to solve a problem. So be a solution, which is direct, sincere and respectful of their request.

Example message for Leader

Problem: As you are tasked with heading up the next endeavor, please consider Hg as your intelligence analyst team, fortifying your decisions, answering your questions, and keeping you aware of what currently is being considered in your space. Experts on open-source intelligence gathering and cyber researcher, we are concise in delivering just the information you need when you ask for it. Our due diligence research produces comprehensive work on small to large, private to public, global entities, whether they are companies, conglomerates or organized parties.

Solution: We can help answer the most sensitive of questions.

A dark blue background with a network diagram of white lines and nodes. A blue square with a white letter 'T' is positioned in the upper right corner.

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OSINT: Why hire a specialist

Don't miss the obvious

Scenarios

- Investment opportunity
- Kickback fraud
- Phony invoice scheme
- Embezzlement
- Due diligence
- Employment background
- Identity theft
- Insurance fraud
- Competitive intelligence
- Opposition research
- Divorce & family actions
- Sexual harassment
- Threats to the family
- Internet abuse
- High-tech stalking
- Criminal intelligence
- Phishing schemes
- Hate crimes
- Personal injury claim
- Loss prevention
- Recover assets

OSINT Investigator's see this!

- Business profile
- Academic history
- Business connections
- Personal affiliations
- Hobbies
- Sports teams
- Opinions
- Work schedule
- Height, weight, gender
- Travel schedule
- Caffeine or no?
- Intellectual property
- Political & charitable causes
- Photos of yourself, your family and friends
- Videos inside facilities
- Where you are and what you are doing every minute of the day!
- Updates on family events
- Drug habits
- Illnesses
- Sexual preferences

And they can dig up that!

- Business profile
- Employees
- Vertical markets
- Charities and philanthropy
- About Us
- Terms of service
- Opinions
- Schedule
- Employee Statistics
- Board of Directors
- Intellectual property
- Intellectual capabilities
- Photos of the office
- Videos inside facilities
- Technology capability
- News and media
- Business locations
- Financials
- Corporate status

Analysts go beyond

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OSINT: Google + AI?

Analysts go beyond

The Meditations By Marcus Aurelius

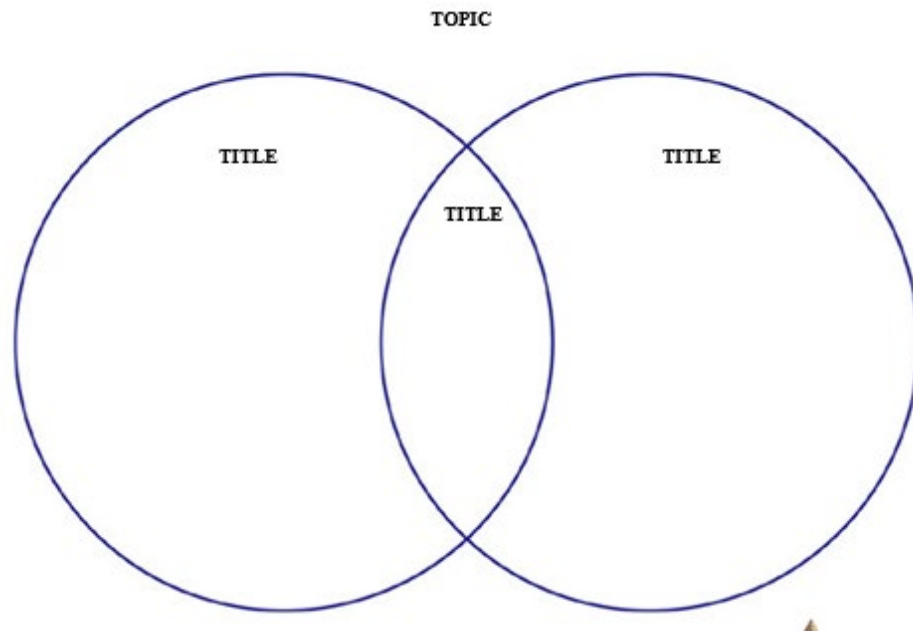
“thou must be like the pancratiast, not like the gladiator; for the gladiator lets fall the sword which he uses and is killed; but the other always has his hand and needs to do nothing else than use it.” Book 12: The Meditations. Marcus Aurelius

The fencer's weapon is picked up and put down again. The boxer's is part of him. All he has to do is clench his fist.

Marcus Aurelius reminds us in this metaphor is an emphasize on the Stoic idea that **true virtue and strength come from within**, from one's character and inner qualities, rather than relying on external tools or circumstances.

It's not just A.I. !

An **analyst combines** data gathered and **reviews** it for salient facts.



- Analysts use various methods to compare data.
 - Venn Diagram
 - SWOT Analysis
 - CARA Analysis
 - Supply Chain Review
 - Audits

Why not just use Google?

Google **does not vet** its content.

- We all love Google!
- Embrace the obvious, admit that as an OSINT Analyst, you use Google too. But your grasp of the deeper content, your access to the specialized and relevant databases, and your interpretation far exceeds Google's ability to offer up a word match.
- Analysis requires a focused search, specific to content with trusted resources.
- Google is trying to sell you luggage and rakes and vacations.

There is also more than Google!

- Public records – government documents
- Online databases – specialized services for content
- Web sites – HTML pages with content
- Social media – XML pages with content
- Surface web – Results using a search engine
- Deep web or Invisible web – non-searchable sites
- Dark Web – non-directional content
- Photos and videos-metadata
- Geospatial information-maps, commercial imagery



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OSINT: Anyone can do it!

If you want to have work audited

Purchase: We are skilled professionals

SKOPENOW

WORKBENCH



LINK ANALYSIS



Thomson Reuters CLEAR

TransUnion^{tu} | TLOxp

LexisNexis[®] RISK SOLUTIONS | Accurint[®]

 microbilt

 idiCORE[™]

delvepoint 

 IRBsearch[®]

We got you covered!

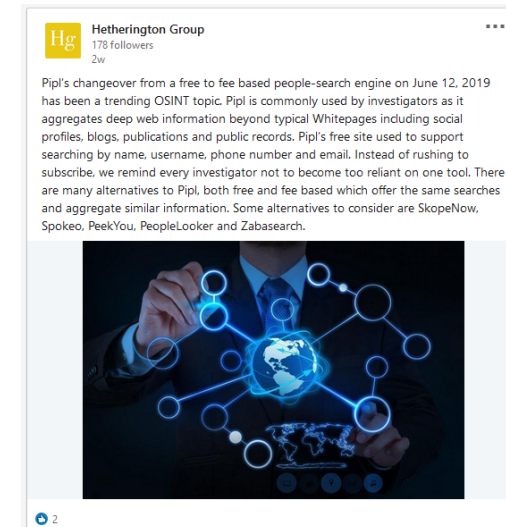
- Our skills far exceed the basics of researching and analysis, as the projects dictate.
- Analysts are always vigilant in locating new avenues for information whether they are working in risk intelligence, market research, the military or fusion center activity.
- Other applications we search for our business and competitive intelligence!

SKOPENOW

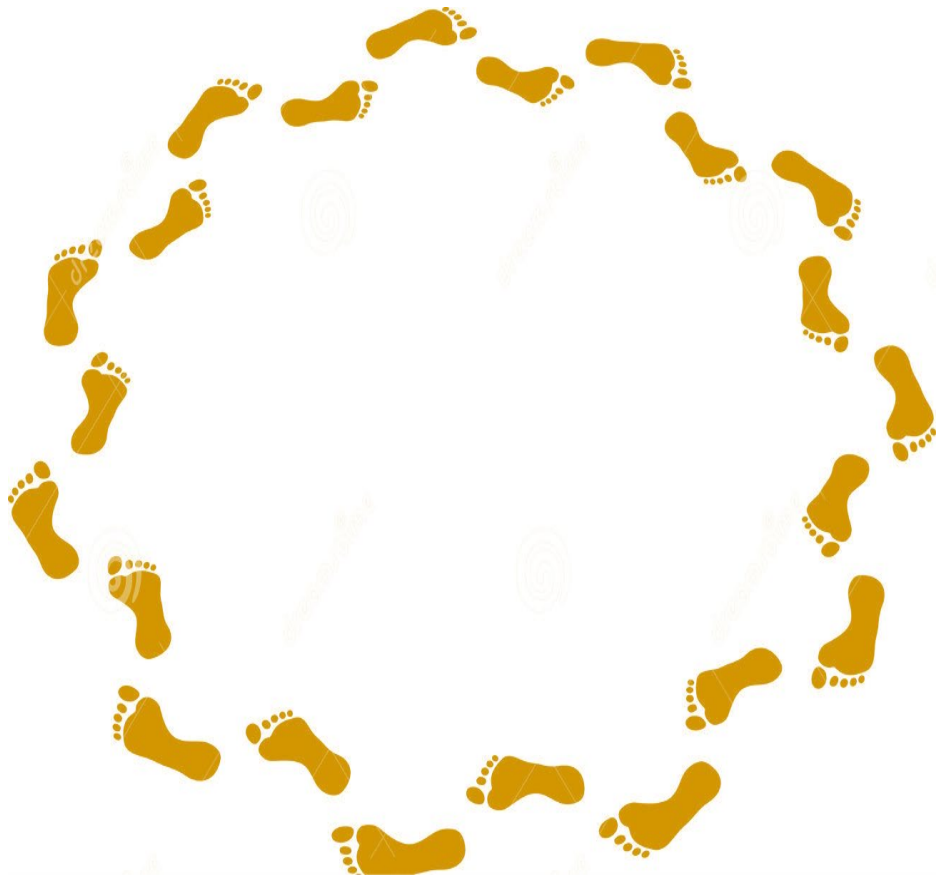
Products ▾ Industries ▾ Resources ▾

From Shelves to Bytes: How Libraries Can Deliver for Law Firms in the Digital Age

A new dawn has arrived for law firms looking to capitalize on the untapped potential of online research. This invaluable resource can become a secret weapon separating the firm from opposing parties, bolstering internal functions, empowering client teams, and enhancing competitive intelligence efforts. It can directly contribute to a firm's growth and...



Retention: The OSINT Analyst



- Understands the intricacies involved in researching certain matters.
- Has the discretion needed to work on sensitive and private matters.
- They will not be deterred from walking in circles to locate that specific bit of information just because they didn't see it on the first go around.
- It may be in
 - source code,
 - a better witness to interview,
 - hidden in the dark web or,
 - Under our noses!

OSINT: Staying on top

Open Source has changed since Veronica met Jughead

Advocacy: Nurturing the skills

- The main reason to maintain this unique skill is the necessity of supporting your...
 - Company
 - Business clients
 - Military unit
 - Police
 - Private interests
- Many blogs, pods and social media offer the latest information.
- Training at conferences, classes and online helps retain your value and certification levels.
- Being curious and trying new sites and sources, talking with vendors and comparing notes.

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- OSMOSIS Institute has awarded the 2023 Open-Source Technology Innovation of the Year Award is given to an open-source technology, software, or product line launched or updated in the last 12 months whose innovative solutions have increased open-source researchers' workflow efficiencies and effectiveness.
- **This year's winner is Skopenow Link Analysis**, the only fully automated, one-click link analysis solution on the market. Skopenow's Link Analysis stands out as a unique solution within the investigative community by providing a new level of efficiency and accuracy




SKOPENOW LINK ANALYSIS

#osintforgood



Thank you. Connect with Hg & Me.

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