

KNOWN UNKNOWN MATRIX

A FRAMEWORK FOR CATEGORIZING INTELLIGENCE GAPS TO PRIORITIZE COLLECTION AND CHALLENGE ASSUMPTIONS.

“THERE ARE KNOWN KNOWNS. THERE ARE THINGS WE KNOW WE KNOW. THERE ARE KNOWN UNKNOWNNS. THAT IS TO SAY, THERE ARE THINGS THAT WE NOW KNOW WE DON'T KNOW. BUT THERE ARE ALSO UNKNOWN UNKNOWNNS. THE ONES WE DON'T KNOW WE DON'T KNOW.

— DONALD RUMSFELD



HOW TO USE THIS MATRIX



MAP THE LANDSCAPE

Plot what you know about the adversary and where your knowledge is incomplete or non-existent.



PRIORITIZE COLLECTION

Focus resources on moving items from right to left, especially Known Unknowns.



CHALLENGE ASSUMPTIONS

Actively question what might exist in the Unknown Unknowns quadrant.



REVIEW & ADAPT

Reassess regularly as new information emerges and the threat environment evolves.



INTELLIGENCE IS NOT JUST ABOUT WHAT YOU KNOW — IT'S ABOUT RECOGNIZING WHAT YOU DON'T.

[RDCTD]

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