Systemic Variables Organization Internal Structure Leadership Culture History **Traditions** Social Practice Taboo **Group Characteristics** Hierarchy Resources and Incentives Manpower Budget Technology Assets R&D **Facilities** Work Groups-Teams External Consumer Needs Time and Imperatives Consumer Use Consumer Structure Consumer Hierarchy Conumer Reporting **Politics** Internal-Organization Policy Tradition Taboo Security/Access External-National Law Policy External-International Security Denial Deception Policy