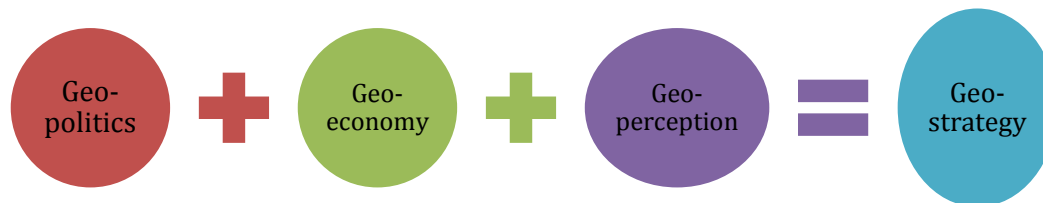


RESILIENT RATING©

We are an uniqueness made by nuances™

1- Preface



Hard Power = Geo-politics / EXTENDED WARFARE + Geo-economy

Soft- Smart - Appeal Power = Geo-politics + Geo-economy+ Geo-perception

Leverage Power =Geo-Perception

Few examples:

- **Greater supply chain and joint venture dependency and complexity. (Geopolitics & Geoeconomy)**
 - **Reputation becoming more important and more vulnerable. (Geoperception)**
 - **Regulatory pressures and legislative requirements increasing. (Geopolitics)**
- The changes in the marketplace can be even more dramatic and include:
- **Volatile markets and globalization of customers, suppliers and products. (Geoeconomy, Geopolitics, Geoperception)**
 - **Increased competition in the marketplace and greater customer expectations. (Geoeconomy)**
 - **Product innovation and rapid changes in product technology. (Geoeconomy/Geoscience)**
 - **Threats to national economies and restricted freedom of world trade. (Geopolitics)**
 - **Potential for international organized crime and increased political risks. (Geopolitics)**
 - **Extreme weather events resulting in destruction and/or population shift. (Geopolitics and Geoeconomy)**

Affecting inside the 4th World War, (15/9/2008 - ?):

- the [State Actors](#)
- the 32 forms of [Non State Actors](#)
- the 47 [Geopolitical Regions - Economies-world](#)
- the [208 Leading Towns](#)
- the [Pyramid of Power in the XXI](#)

2- The Instrument: Country GeoPerception Rating Instrument (CGPRI)

1- Introduction	
Country:	
Overall rating:	
Components:	
C1 Rating (Number value):	C1 Evidence
C1 Reflection / explanation (narrative):	
C2 Rating (Number value):	C2 Evidence
C2 Reflection / explanation (narrative):	
Overlap (shown with Venn diagram or other graphic?): it could be a a diagram as well as an info graphic and/or a different graphic. It depends by the contest (how complex... till to use 3D structures)	

<p>To focus on:</p> <ul style="list-style-type: none"> - The Best Assets -The Problematic / Potential "Bottlenecks" - To be fixed, NOW!
<p>Special considerations</p>

2 Basis for instrument:

Component	Description	Evaluation	Additional notes	Power to Influence L = local N= national R = regional W = worldwide (to specify where)
I - Demographic				
Homo / heterogeneity	Number and brief description (if possible) of distinct cultures and major subcultures within a country, region or other organization / entity			
Local culture				
Relationship to other / global culture to specify Country's influence The Biggest External Influences				
Other (to be developed) Travel to go inside the Country				

Travel they visit /not visit				
II - Surface culture: (Manifestation / Material)				
Food and drink (cuisine / consumption; home / out)				
Music				
Dance				
Literature				
Fashion				
Architecture				
Infrastructure (including transportation, agriculture, food production and manufacturing)				
Communication Language / Mutual, unified forms of communication				
Media Infrastructure Interaction Influence				
TV lifestyles				
Film				
Expressions of nationalism				
Sports				
Entertainment artifacts (toys, etc)				

Other				
III - Intermediate / Deep culture: (mechanisms, motivation, values, and attitudes)				
Perception of				
Space (including personal space and relationship to spaces and spaces)				
Time				
Self and value / role in various contexts				
Gender, sexual identity, gender roles				
Body language				
Class and mobility				
Religious faith				
Family and familial relationships				
Beauty / aesthetics				
Use of humor / sarcasm				
Boasting / humility				

Health and medicine				
Fact, myth and legend				
Other				
Attitudes toward				
Faith in systems and institutions vs faith in people and relationships				
Power				
Money				
Gift-giving				
Hierarchy (social / organizational)				
Groups / individuals				
Openness to foreigners				
Race				
Age				
Poverty				
Disability / deformity				
Authority				
Efficiency				
Openness to outside investment				

Relationship with history				
Ability to assess / calculate risk				
Approaches to problem solving				
Ceremony and ritual				
Technology				
Nature				
Athleticism / sportsmanship				
Religion Local Religion Imported International Organizations Multinationals Locals / Foreign (aptitude) War Business The world: Local or Globalization? Somewhere in the middle? Who/What are perceived as the Local Players Who/What are perceived as the global players (positive /negative)				

Internet (from working place to a "2ndLife")				
Is a Prosumerzen Country? (see page 6 of Enterprise GPRI)				
Attitude to the Ecosystem Society				
Attitude to the Ecosystem Environment				
Attitude to the Ecosystem Body				
Attitude to the Ecosystem Spirituality				

IV - Geo-perception and Warfare				
1. Digital Worlds Warfare, (also Internet is a continent) (overlapping Geo-politics and Geo- economy)				
2. Diplomatic warfare (overlapping with Geo-perception and Geo-politics)				
3. Ethnic / Clan / Tribe Warfare (overlapping with Geo-perception and Geo-politics)				
4. Ideological warfare (overlapping with Geo-politics)				
5. Internal Politics not violent				

(overlapping with Geo-politics)				
6. Internal Politics Warfare violent (overlapping with Geo-politics)				
7. Media warfare (overlapping with Geo-politics)				
8. Non State Actors Vs. State Actors Warfare inside the 4th World War (overlapping with Geo-perception and Geo-politics)				
9. Psychological warfare (overlapping with Geo-politics)				
10. Religious Warfare (overlapping with Geo-politics)				
11. Virtual warfare (deterrence) (overlapping with Geo-perception and- Geo-politics)				

<p>V - Geoperception and the Pyramid of Power in the XXI https://appealpower.com/our-worldthe-frame/about/</p>				
<p>Soft Power: Universities & Think Tanks</p>				
<p>Appeal Power: Culture & Art</p>				
<p>Appeal Power: Media</p>				
<p>Appeal Power: Lifestyle</p>				
<p>Appeal Power: Internet & Digital Worlds</p>				

<p>Leverage Power:</p> <p>Public & Private Powerful People</p>				
<p>Leverage Power:</p> <p>HAPPYNESS</p>				
<p>VI - Viewed by other countries / entities (cultural “capital” / liabilities)</p> <p>Which kind of global stakeholder is the Country? A responsible one or a troublemaker ...</p> <p>Its Regional, Global (to specify) real and perceived influence / capability in term of emotional power projection (Leverage Power https://appealpower.com/our-worldthe-frame/about/)</p> <p>The leading local Players The perceived strongest element(s)</p> <p>The perceived weakest element(s)</p> <p>How/Where/ Form Whom this Power in term of Geo-perception</p> <ul style="list-style-type: none"> ➤ affects/strengths the Country's Geo-economy ➤ affects/strengths the Country's Geo-politics <p>For example in Iran the Venezuelan anti-Nato attitude is an asset and in France is a problem</p>				

3- Additional Considerations / Key Elements

The best to magnify:

The most useful Leverage Power for our Country

The most dangerous Leverage Power for our Country:

The most important to fix NOW:

Priority 1

Priority 2

....

4- Contribution Rate Per Capita to Humanity

Key Questions	National Perception	Perception inside the Economy-world (to specify)	International Perception (to specify)	Additional Notes
Is this Country contributing?				
If yes: why?				
If yes: how?				
If yes: why?				
If yes : where is making the difference?				
If yes: strengths /weakness on doing that				
If yes: the best to fix to improve				
If yes the lesson(s) to learn about				
If not: why not?				
If not: how?				
If not: where?				

If not the biggest leverage on jeopardizing the Humanity?				
Is that reversible? And if it is, how?				

5- Conclusions