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Jim Mathews Award & Fellowship

2019 Call for Submissions

Letter of Introduction

Dear Students:

We are delighted to announce the eighth edition of a special award you can apply for that memorializes a long-time contributor to the intelligence world, James (Jim) Mathews. Aurora first introduced this competitive award in 2012 in memory and acknowledgement of the lasting professional contributions to the field of competitive intelligence (CI) made by Mr. Mathews. New for this year, we are opening a stream of the competition to U.S. high school students, in addition to the two awards that are available to students globally in the university stream.

Having known Jim for nearly a decade, we viewed him as exemplifying the “gold standard” in terms of professionalism in the business and competitive intelligence arena. He always loved to speak to students about entering and pursuing an exciting career in intelligence, and what a noble pursuit it was – and still is! More information about Jim and his valuable contributions to the intelligence field has been included in the following pages and can be found at our Jim Mathews Award website at <https://reconverge.net/g2-annual-conference/jim-mathews-award-fellowship-intelligence-excellence/>.

Please find enclosed the details that will enable you to compete for one of up to three (3) awards to allow you to attend an annual CI leadership symposium (RECONVERGE:G2) being held at the University of Wisconsin Fluno Center in Madison, Wisconsin, USA, April 22-25, 2019. As a Jim Mathews Award and Fellowship recipient, your registration fee (approx. value of USD\$1495) will be covered by Aurora WDC to attend the conference’s general sessions, in one of which you will receive your awards, present to, and interact with the attendees. Additionally, each award recipient will be allocated an additional \$500 stipend for meeting travel-related expenses. Most importantly, as a Jim Mathews Award winner and Fellow, you will signify to employers your desire to achieve the levels of professionalism that Mr. Mathews was widely known for.

Thank you for considering this opportunity to advance your career and education, and do so in memory and honor of a great individual and highly respected professional. Please feel free to reach either of us by email or phone to discuss any questions you may have regarding submission.

Best Regards,



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Submission Instructions

Criteria & Qualifications

The following are the qualifications you must meet to in order to be eligible to apply for the Jim Mathews Award. In your submission, submit a cover page with your application that provide your contact details and also *clearly indicate how you meet or exceed each of the following*:

Minimum:

1. Be a currently enrolled (full or part-time) student at any accredited secondary (high school) or post-secondary institution of higher learning (e.g., college, polytechnic, university) – and provide (unofficial or official) student's proof of registration in either the current semester (Summer or Fall, 2018 and/or Winter/Spring, 2019 term)
2. Minimum 2.6 GPA (or 75 on a 100 scale) overall – be able to provide us a (student's, unofficial) copy of the educational institution's record indicating cumulative GPA

Important additional elements:

3. Have a demonstrated interest in pursuing a career in business, competitive, (commercial) economic, and/or market intelligence
4. Articulate a strong appreciation for ethics & professional values
5. Demonstrate leadership qualities within student or extra-curricular, community and/or professional organizations
6. Display high levels of curiosity and persistence in your coursework and assignments.

A group of between 4-6 highly experienced and veteran CI practitioners from around the globe, all of whom have achieved success and hired practitioners during their careers, will review and rank all of the submissions. Your probability of winning is dependent on the number and quality of applications submitted. The last 3 iterations of this competition have averaged thirty applications from students and institutions around the globe.

Essay Questions

Please select one (1) of the following four (4) essay questions. Prepare a 1000-2000-word essay, which can and also should include any illustrative exhibits you wish to refer to from within your text. If they are not text-based, these will NOT count against your word limit – so use those visual aids smartly, as your response. You will be judged on writing and presentation quality, as well as your essay's content and persuasiveness.

As in most educational assignments, please be sure to cite (using endnotes or footnotes) or reference any direct uses of others' IP or expertise. Past winners have typically had at least ten of these in their responses – and many have had more, which also do NOT count against the word limit. On a separate (cover) sheet submitted with the essay response, please also be sure to note how you meet each of the six qualification criteria on the prior page, as well as providing your full contact details, essay word count, & any relevant documentation of your qualifications.

1. Computers, automation, software, the cloud, machine learning and artificial intelligence (AI) are all growing in prominence in the world of business organizations. As such, they also impact their intelligence units/practitioners. a) Describe how you think these technologies will impact intelligence work in the next decade – what will they affect? Where will they be significant in changing current work streams? How will this affect job prospects for individual's intent on choosing intelligence careers? b) Choose one particular technology that you feel will have the biggest impact on CI practice in the next decade (i.e., the 2020s). Please explain why you think it will have such a big impact, describe how it will change practice, and suggest to corporate executives what they should be doing now to take advantage of this impending change.
2. For decades, skills or traits like curiosity, persistence, critical thinking, and analytic capability have served intelligence practitioners well, but some observers think that newer or emerging traits, like humility, computational thinking, cross-cultural competency, social intelligence, or virtual collaboration, might serve their organizations better in the next decade (-s). a) Please describe at least six (6) new skills, knowledge, abilities, traits or experiences (aka, competencies) that you believe will be significant to an intelligence practitioner's success in the 2020s and beyond. Illustrate how each of these competencies is being or would be utilized in real-world business contexts. b) Choose what you view to be the most important of these traits you listed (and explain why you picked this one over the others) and make a powerful case for how it can be developed, what practitioners should be doing now to acquire/enhance it, and how it might be measured and assessed.
3. Many members of the general public are mostly unaware that there is even a discipline known as "intelligence" that is practiced by business persons and corporate groups. In the view of some veteran intelligence professionals, new venturers or entrepreneurs who are launching new businesses, or intrapreneurs who are trying to launch new products/services from inside their existing businesses can especially derive benefit from intelligence. a) Offer a strong argument for why and how intelligence practices and processes can be beneficial, if

not essential, to both 1) entrepreneurs and 2) intrapreneurs. b) Develop an innovative plan to help educate entrepreneurs and intrapreneurs about the criticality of intelligence practices and processes. In your plan, please offer a “campaign,” including marketing communication (an elevator pitch) about an educational or learning program that can raise awareness.

4. Gathering and analyzing data/information in order to generate insights has always been a challenging, and potentially rewarding endeavor. One of the most “protected” and secured targets of intelligence is the upcoming Marvel Cinematic Universe (aka, MCU) fourth edition of its Avengers offering. As of October 2018, no one knows with any confidence what its title is, or what the major plot elements may be (spoiler: At the end of Avengers 3, half of the universe, including major characters/superheroes, apparently were eliminated by the villain, Thanos). Think about how you might employ (ethical and legal) intelligence practices and come up with a plan to develop insights about these two intelligence questions (i.e., title and main plot elements). a) Illustrate, using detailed descriptions and methods, how you would apply HUMINT (primary research) practices to generate insights. b) Illustrate, using detailed descriptions and methods, how you would apply secondary methods, and/or use employ emerging technologies to generate useful insights.

Timeline & Deliverables

As a candidate for a Jim Mathews Award, you are expected to deliver the following to the review committee. Please send all submissions through via the automated submission system, or e-mail them to Dr. Craig Fleisher at Craig.Fleisher@AuroraWDC.com. In either case, you should receive a timely confirmation of our receipt of your application materials.

- No later than **January 15, 2019** (Tuesday): all submissions due by 17:00 EST
- Week of **Feb. 11, 2019**: Short interviews (by phone) take place with award finalists
- **March 4, 2018** (Monday): Final selections and notification to award recipients

The winners will be present at G2 Annual Conference, a CI leadership symposium being held this year at the Fluno Executive Center at the University of Wisconsin in downtown Madison, Wisconsin, USA from **April 22-25, 2018**. Mathews Award winners will get to present their award-winning essays and gain exposure not only to leading CI-related speakers, workshops and practices, but also interaction with a network of veteran CI practitioners. We look forward to seeing all of our applicants, and particularly the two winners, for an outstanding exchange of ideas and time! For more about RECONVERGE:G2, please see: <http://g2.reconverge.net/>

Biographical Sketch of James E. Mathews



James E. (Jim) Mathews spent more than 30 years in the Defense Industry, and the last 14 in Competitive Intelligence (CI) and Price-to-Win (PTW). His whole career was centered on winning new business and he was the Lead CI Professional and/or PTW leader/co-leader on some of the largest winning proposals his company had engaged in in his last years of practice. His resume wins included the realignment of NORAD and Cheyenne Mountain (ISC2), the Joint Strike Fighter (The F-35), Coast Guard Deepwater (Recapitalization of all Coast Guard's assets), High Altitude Airship, the Littoral Combat Ship (fast fighting ship for the shallow waters of the littorals), War Fighter Focus (Live, Virtual, and Constructive Training for the Army for the next 10 Years), and a multitude of Service Jobs and Classified Projects. Jim was medically retired from the US Air

Force where, at one time, he was an Airborne Voice Controller for the Apollo program for NASA.

Jim received a Bachelor of Science Degree in Business Administration from the University of Florida and a Master of Science Degree in Contract and Acquisition Management from the Florida Institute of Technology. Following a successful career at Lockheed Martin, he retired early in 2003, and joined Raytheon for just over three years as Director of Deal-To-Win, followed by Northrop Grumman TASC for 5 years as Director of CI/ Position-To-Win before joining Booz Allen Hamilton in December 2010 as a Principal on their GO Team.

He and his wife Bonnie resided in the McLean, Virginia area, and were die-hard Florida Gators fans. Jim had a passion for seeing young people succeed in their careers, and was always a willing mentor to professionals of any age who had a desire to learn.