

Boards & C-suites consistently consider  
**geopolitics & political instability**  
 in the 3 “top of mind” external issues expected to  
 influence or disrupt their business strategy  
 (example: Fortune / Deloitte CEO survey)

“The geopolitical situation remains complex and potentially the  
 most dangerous since World War II — though its outcome and  
 effect on the global economy remain unknown.”  
*Jamie Dimon, CEO of JPMorgan Chase*  
 Source: JPMC announcement of 2Q 2024 results



Why? Because the costs and impact on business can be so significant ...

**“Jack Ma’s Clash With Beijing Costs Ant, Alibaba \$850 Billion”**

Source: [Bloomberg](#) 2023

Monitoring geopolitical events as they happen is insufficient. At **McQueen Associates**, we help companies develop robust analysis, planning and strategy that aligns with corporate objectives to mitigate geopolitical risks and enhance competitive advantage. **We build geopolitical resilience** – a comprehensive, proactive and contextual response – for our clients.



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