

CREATING SUSTAINABLE COMMERCIAL ADVANTAGE: 4. The benefits of foresight

Success is the product of preparation meeting opportunity.



Now the reason the enlightened prince and the wise general conquer the enemy whenever they move and their achievements surpass those of ordinary men is foreknowledge. (Sun Tzu)

Be aware.

The world is changing. The pace of change is increasing. Within such an evolving commercial environment it is important to understand nothing exists in isolation. With every development there are ripples of consequence with the result that the world is a highly complex and dynamic set of turbulent factors.



Most organisations, most companies, have a strategy. This is the target they are aiming for, their roadmap to a greater success – and usually well crafted. However, the vast majority of these strategies treat their companies as if they exist in isolation from the world.

When change happens, the inflexible strategy is usually proven to be either worthless – or dangerous.

For example ... what will happen if you close your eyes and attempt to walk across a busy road? You need to know what's going on around you. You need to be aware. If this

awareness is missing then for sure something serious and unwanted will happen.

This is exactly the same in business.



For strategies to be effective there needs to be an understanding of how the world influences company performance ... and future success.

In a highly dynamic world, having foresight of the development trends keeps you one step ahead of your competitors – and more capable of creating sustainable commercial advantage.

The Alt3 Business Consultancy function advocates a holistic approach to the development of strategic foresight to create medium term awareness (3-5 year), which in turn gives the organisation time enough to plan and implement as part of the overall development of its sustainable commercial advantage:

1. Understand how the wider world impacts company performance.
2. Understand the surface and subsurface developments taking place – not all change is long term and slow.
3. Create awareness for the business of the direct and indirect developments that will impact business performance.
4. Work with the business to create a plan of action to ensure challenges are transformed into rewards and away from costly pitfalls.
5. The governance of these developments and alignment towards the overall strategic aims.

In a highly dynamic world, no one can afford to walk across that busy road with their eyes closed. Awareness is crucial.

It's what allows you to prepare to meet the opportunities on the horizon. If you don't know what the issues are, how can you prepare for them?

Interested? Contact us to find out more.

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dynamic strategic development in a time of great change