



Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations and provide expert counsel to a number of Pharmaceutical, Healthcare, Technology and Financial Services companies.

Our strength is in teaching clients the latest intelligence and strategy tools and methods so that they can anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

[www.outwardinsights.com](http://www.outwardinsights.com)  
 (888) 447-5501  
[info@outwardinsights.com](mailto:info@outwardinsights.com)

# Strategic Early Warning Systems

**THINK OF ALL THE WAYS** your company manages its internal information -- sales forecasts, ERP systems, and so on. Now, think about the resources spent tracking external events. If your company is like most, it is spending a fraction of its time and effort on the external as it is on the internal. Yet, isn't the greatest source of strategic surprise found in the events and conditions that lie beyond the corporate walls?

Surprise acts as a risk-multiplier. It's bad enough for companies to be confronted with external developments that complicate their strategy, but that they saw coming. When such developments happen by surprise, the company's ability to act in a thoughtful and meaningful way is compromised.

## **Building the Department of Surprise Avoidance**

By failing to systematically monitor and assess external circumstances and developments, companies raise the likelihood of being surprised by new developments. And, surprise has its costs. Companies get blindsided all the time, often severely impacting core businesses and products, eroding shareholder value, and consuming valuable management time and attention.

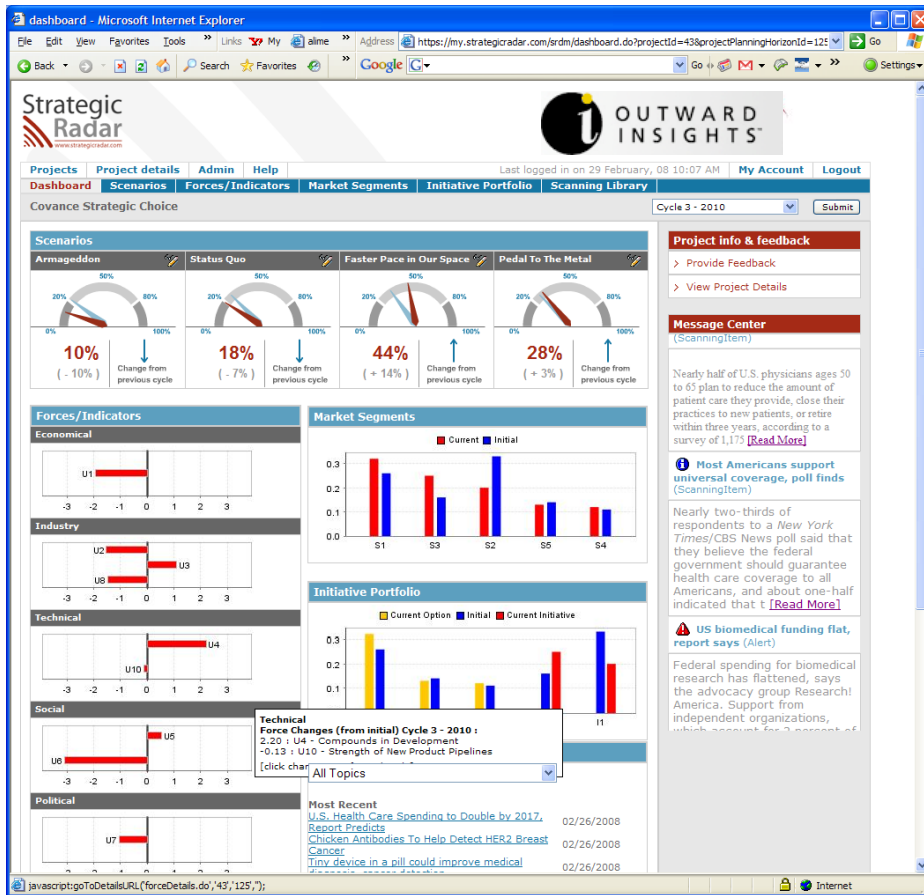
More and more, companies today require a "department of surprise avoidance," or a means to anticipate future external threats and opportunities combined with improved peripheral vision to see what's coming and take action immediately. How? By building a virtual strategic early warning system that combines analysis of plausible threat scenarios with a simple and effective approach to information monitoring.

An integrated scenario-based strategic early warning system can help mitigate the impact of external disruptions and minimize strategic surprise. At Outward Insights, our early warning systems start with scenario-based strategic planning -- a tool that helps an organization envision a future very different from the present, and craft strategies that are tested for resilience under a variety of different future conditions. We then develop specific, measurable indicators that provide an early warning of what the future may bring, and the opportunity to start pre-

paring today. The early warning indicators may include areas such as technology disruption, competitive shifts, regulatory changes, environmental factors, consumer or social changes, economic conditions, and political influences.

### Strategic Radar: Expanding Peripheral Vision

And, thanks to our partnership with Strategic Radar, we also include dynamic, ongoing monitoring of key strategic indicators to help your strategy adapt to changes in the environment. An Outward Insights strategic early warning system, powered by Strategic Radar dynamic monitoring, incorporates a network of top experts for validation and prediction of environmental forces, data collection and integration from public and subscription sources, and the ability to visualize changes required in elements of your company's strategy via the the Strategic Radar dashboard.



The Strategic Radar Early Warning Dashboard

Surprise is part of life. But, it doesn't have to disrupt your business.

Call us today to learn how a scenario-based early warning system, powered by Strategic Radar dynamic monitoring, can help your company minimize the impact of surprise.



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