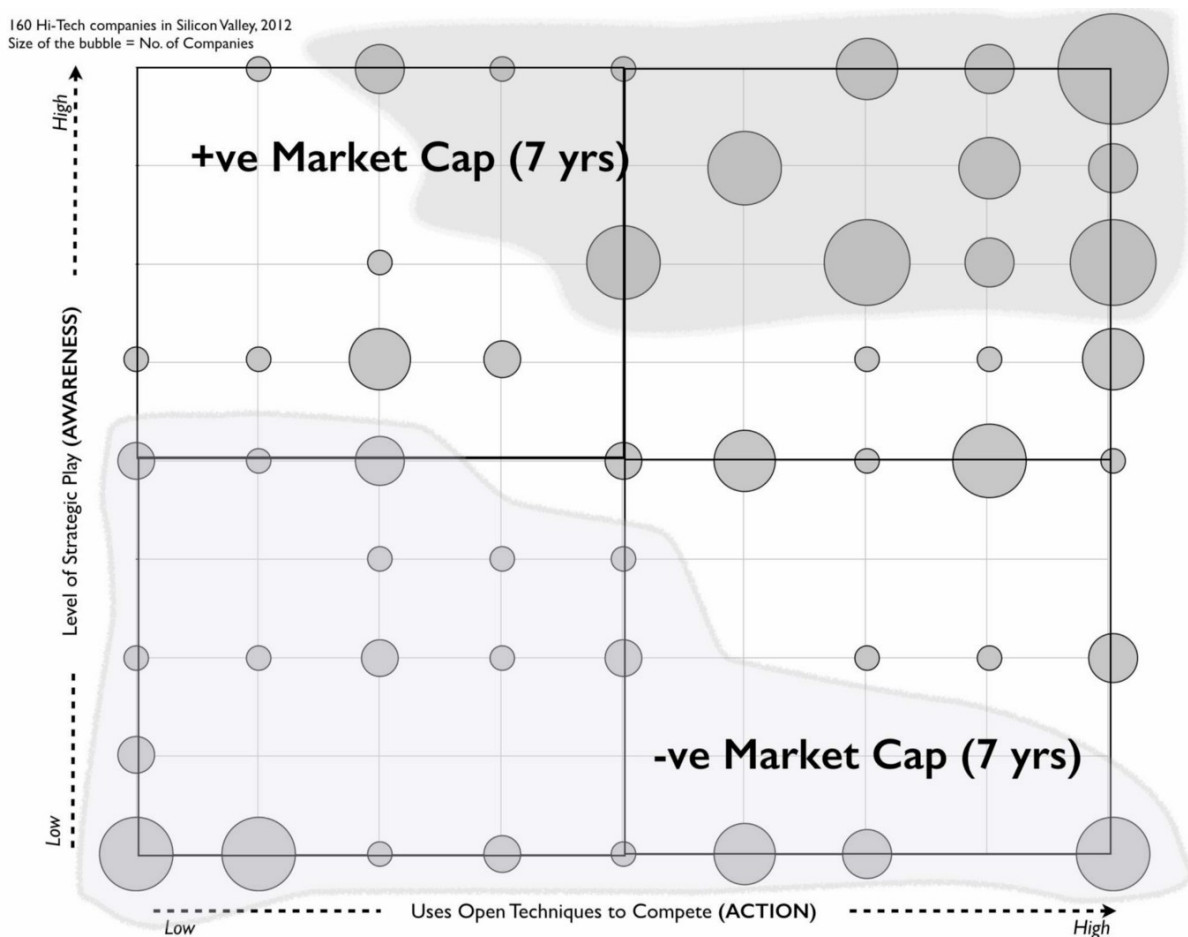


on average perform better. Of course, if strategic play based upon situational awareness was important then the companies at the top of the graph should perform better. Out of curiosity, I decided to examine market cap changes of those companies over the last 7 years. The results are shown in figure 151.

Figure 151 — Market Capitalisation impact



Leading Edge Forum 2012 study on situational awareness versus action

I can't repeat what my first response was but let us just say that I was very surprised. What the data strongly suggests is those companies with high levels of strategic play based upon situational awareness and