



Leading Edge Forum 2012 study on situational awareness versus action

The bigger the bubbles, the more companies at that point. This was Silicon Valley, supposedly the top end of competition and even here there were companies building strategic play based upon low levels of situational awareness and in some cases near blindness to their environment. Quite a few not only didn't understand evolution, they didn't know their value chains or even what their users needed.

Now, if execution rules then the companies on the right hand side of this graph with a high tendency towards taking action should probably