



Situational Awareness

How to overcome threats & find new opportunities with situational awareness

If you're not familiar with the concept, situational awareness involves a persistent real-time review of resources, threats, allies, and how to leverage or avoid them so you can stay on track to achieve your end goal.

When people talk about situational awareness, they're usually talking about the ability to recognize potential threats or hazards. Things like surveilling your surroundings when you enter a parking garage or convenience store late at night. Making note of suspicious people and potential escape routes if someone tries to attack.

In the business world, situational awareness is more than a defensive posture.

We've all met the guy who seems to fall into deals. He meets the right people at the right time and is always ahead of the curve when something new pops up.

It isn't luck that puts him in that position.

Situational awareness is an ongoing process that takes practice, effort, and continuous vigilance to do it well.

He is always in the right place because he operates in the present, tuned in to what's going on around him. He maintains situational awareness.

This is not a one-and-done activity.

It's also an activity you shouldn't delegate.

You can hire people to help share the burden, but no matter how well you plan and how many people you have on board to execute that plan, ***it is up to you as the business leader to maintain an observational stance so your company can respond with efficiency and expedience when threats and opportunities pop up.***

I know it sounds exhausting and more than a little overwhelming, but it's worth it.

For a well-managed organization, situational awareness can also open the door to new opportunities.

This is something we've seen a lot this year with the pandemic.

Companies that have a firm foundation and are good at assessing the current environment are the ones who rose to the challenge of COVID-19.

They were able to pivot when the pandemic hit because they already had systems in place to review the situation and recognize options and opportunities that fell outside their existing business plan.

It's all about what is happening now...

With all the benefits, you'd think that embracing the practice of situational awareness would be time-consuming or expensive, but it's not.

In fact, it's easy for any business to implement.

All you need to do is pick a time - once a day, week, month, or quarter - and commit to answering six simple questions.

1. What is your current status?
2. What tasks have you completed?
3. What are the next steps?
4. Identify potential issues
5. Identify opportunities
6. Suggest responses to those issues and opportunities

We're not talking about a twenty-page white paper. A few bullet points for each item are enough to give a general overview of where your company is so you can

adjust your strategy and reallocate resources as needed.

The last thing you need to know about situational awareness is that it's always about the now and what is happening in this moment.

While there are real benefits to seeing a problem and being able to address it before it becomes a real threat, the true value of embracing situational awareness in your organization is that it can give you an edge when mining for new ideas, leads, and opportunities.

Even if we spent every waking hour planning, there is no way to account for every conceivable variable. But when you practice situational awareness, you will see problems, or potential problems, before they become disasters. And that will give you the ability to adapt your strategy so you can be proactive rather than reactive.

To put it another way, do you want to be the guy who always seems to be in the right place at the right time or the guy who gets blindsided when the deal falls through?



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