

Understand what's being considered (Situational Awareness)

Principle 5 (Communication)



Wardley Maps CC3.0

v1.4



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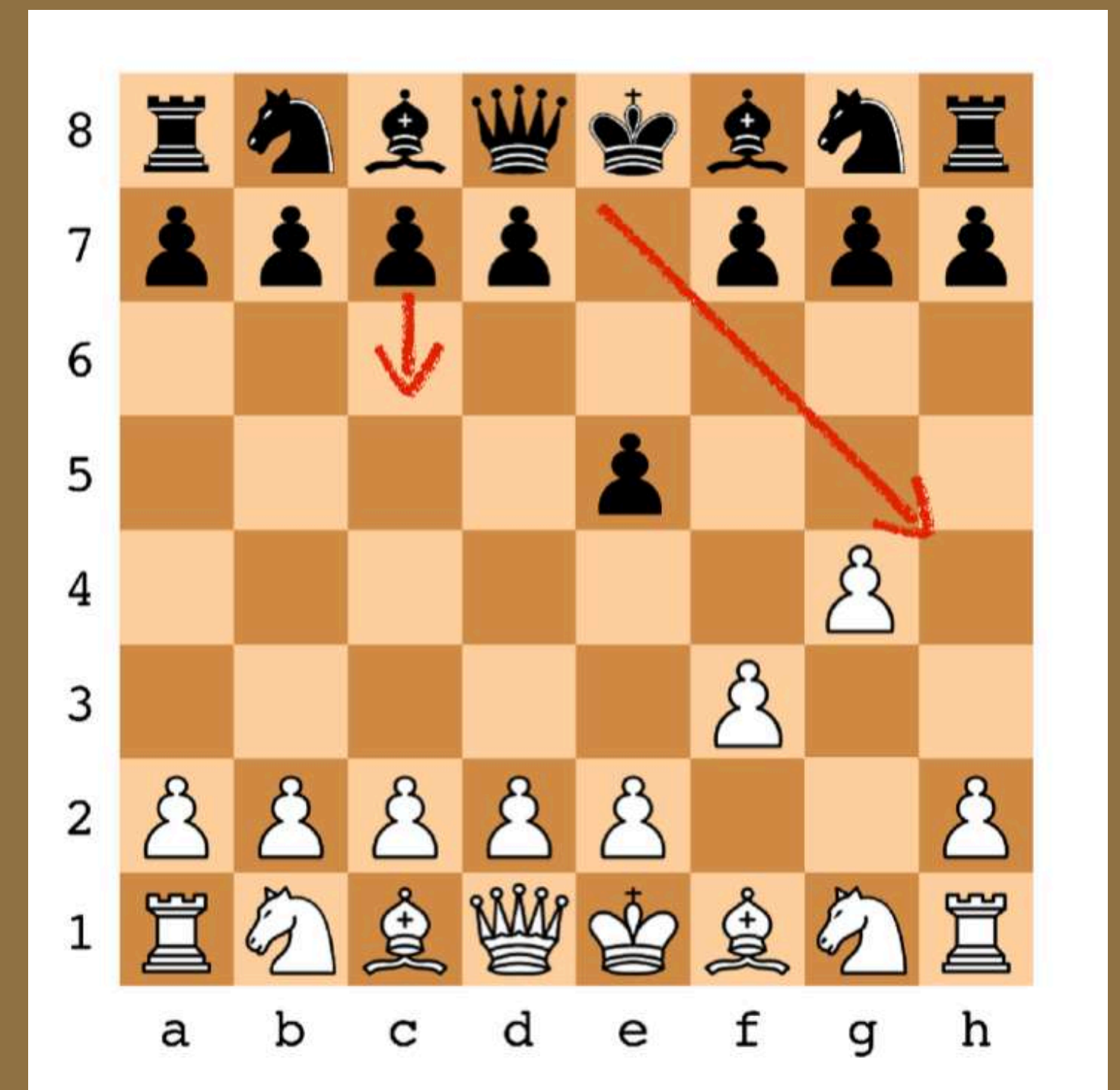
PRINCIPLES (universally useful ways of operating any organisation can adopt)							
CATEGORY	COMMUNICATION	DEVELOPMENT	OPERATIONS	LEARNING	LEADING	STRUCTURE	
PHASE I <i>TAKE CONTROL</i>	3. Use a common language	1. Know your users	4. Think small (as in know the details)	Use a systematic mechanism of learning (bias towards data)			
	Challenge assumptions	2. Focus on user needs					
	5. Understand what is being considered (situational awareness)	Remove bias and duplication					
		Use appropriate methods					
PHASE II <i>GET FIT</i>	Be transparent (Bias towards open)	Focus on the outcome not a contract	Manage inertia	Bias towards action (learn by playing the game)	Move fast	Think small (as in teams)	
		Think fast, inexpensive, restrained and elegant (FIRE)	Manage failure		Strategy is iterative not linear	Distribute power and decision making	
		Use appropriate tools	Effectiveness over efficiency			Think aptitude and attitude	
		Be pragmatic					
		Use standards where appropriate					
PHASE III <i>BETTER WITH LESS</i>			Optimise flow (remove bottlenecks)	Bias towards the new (be curious, take appropriate risks)	Commit to the direction, be adaptive along the path	Provide purpose, mastery & autonomy	
					Be the owner		
			Do better with less		Think big, inspire others	Seek the best	
			Set exceptional standards (great is just not good enough)		Embrace uncertainty		
					Be humble (listen, be selfless, have fortitude)		
PHASE IV <i>REAL-TIME STRATEGY</i>				Listen to your ecosystems (future sensing engine)	Exploit the landscape	There is no one culture	
					There is no core (everything is transient)	Design for constant evolution	

SITUATIONAL AWARENESS:

the most important
business skill most
businesses don't have.



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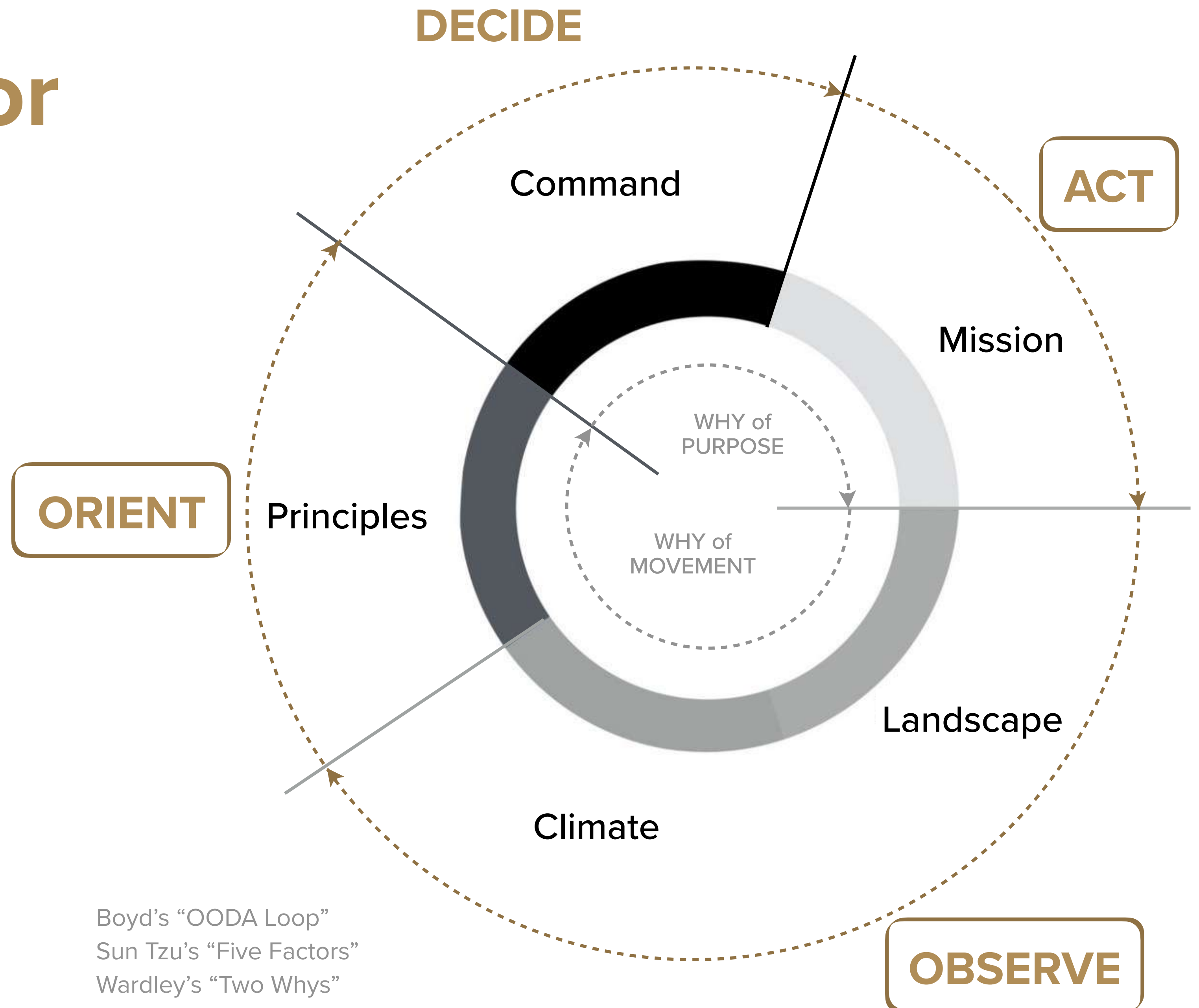
The “Ace” Factor

Term first used in the Korean war (1950-53) where “ace” fighter pilots were discovered to have superior **SITUATIONAL AWARENESS**.

They **OBSERVE** the situation and how it’s changing more clearly — then **ORIENT** more effectively to create better options for **ACTION**.



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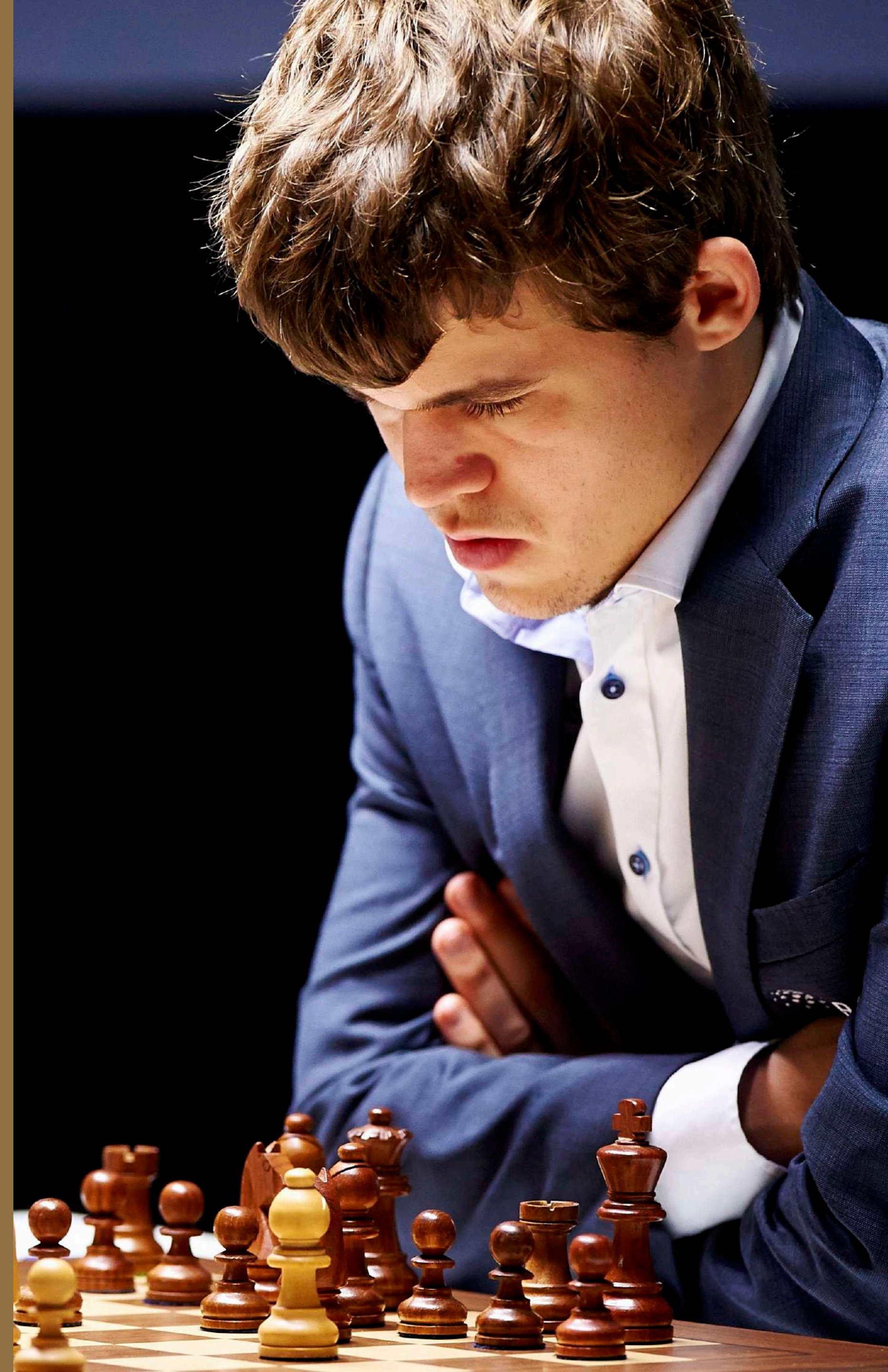


SITUATIONAL AWARENESS is:

1. **SEEING** the current state clearly
2. **ANTICIPATING** probable changes
3. **CREATING** viable options for action.

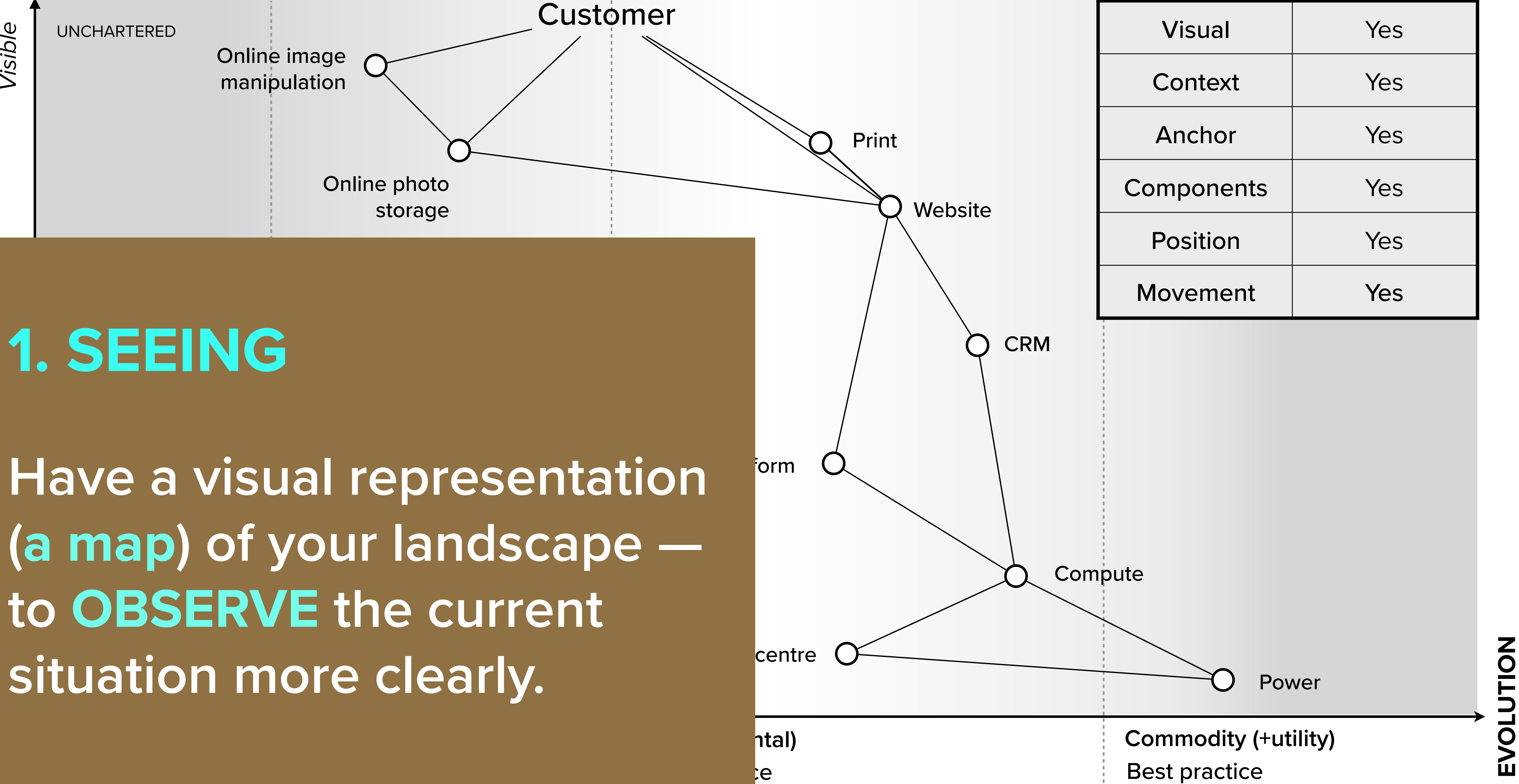


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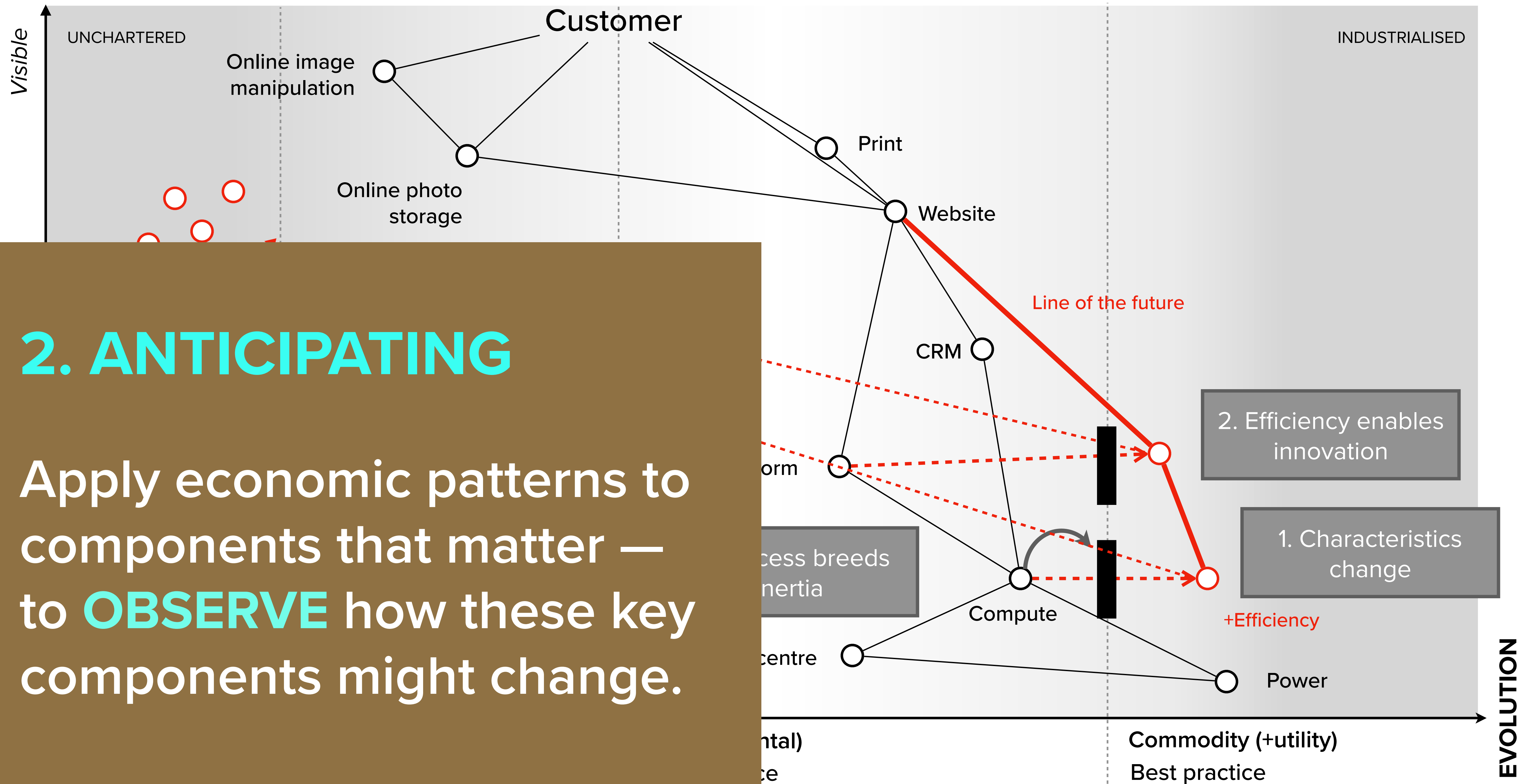
1. SEEING

Have a visual representation (a map) of your landscape — to **OBSERVE** the current situation more clearly.



2. ANTICIPATING

Apply economic patterns to components that matter — to **OBSERVE** how these key components might change.



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					Be the owner	Seek the best
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3. CREATING

Adopt key principles to improve your **ORIENTATION** — to learn how to create viable options for **ACTION**.

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SITUATIONAL AWARENESS & PERFORMANCE

As most businesses have poor situational awareness they're unlikely to defend against new moves you make.

Hence the strong correlation between good situational awareness and improved business performance.

Learn to look before you leap!



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