

**The *Balanced Radar*™**

The *Balanced Radar*™ is a strategic management tool designed to meet the needs of organizations competing in complex environments. Developed from our accumulated client work, the *Balanced Radar*™ provides a framework for identifying, organizing, and tracking information in eight critical intelligence areas. We help organizations build customized Balanced Radars to feed their strategic planning process.

Given the speed and volatility that characterize the global age, many organizations now find it necessary to design and implement a comprehensive measurement system to scan and monitor the external environment, in addition to internal performance measures.

For many organizations, the intelligence function has evolved into a source of competitive advantage. As the magnitude of uncertainty increases, the ability of an organization to conduct balanced, ongoing, and effective reconnaissance is a managerial requirement to inform strategy and execution activities.

The *Balanced Radar*™ is built on the organizing principle of “competitive distance” and our proprietary model of adaptive challenge categories—(1) opportunity, (2) threat, and (3) crisis.

