

Karl Albrecht *International*

Futures Research

“The Environmental Scan: Your Strategic Radar”

If the unsinkable *Titanic* had a radar, it almost surely would not have collided with an iceberg and sunk to its doom. By analogy, many a failed business enterprise has gone under for lack of a “strategic radar.”

Dr. Karl Albrecht’s concept of the *environmental scan*, based on his *strategic radar model* of the business environment, has helped many business leaders navigate successfully through the increasingly challenging situations facing them.

Using the metaphor of a radar screen, he divides the business landscape into eight key scan sectors, or dimensions for analyzing the trends and developments that are shaping the future of any particular enterprise.

His book *The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization*, became an international best-seller and a valued handbook for strategic thinking and planning in all types of organizations.

His eight radar sectors – Customer, Competitor, Economic, Technological, Social, Political, Legal, and Geophysical – provide a clear and manageable framework for organizing the findings of the futures study, and for developing the strategic direction and priorities.

Working closely with the client leadership team, Karl and his associates gather data, interview leading experts, and formulate a compelling picture of “what’s going on out there.” KAI has conducted futures studies for a wide range of organizations, including businesses, governmental agencies, and associations such as the American Society of Association Executives and the Destination Marketing Association International.

Karl is a world-recognized business futurist; consultant; speaker; author of more than 20 best-selling books on futures, strategy, and organizational performance; and a respected executive adviser. A former physicist, military intelligence officer, and business executive, he was honored by the Mensa society with its lifetime award for his contributions to the understanding of intelligence.

<http://www.KarlAlbrecht.com>