

Theoretical Preposition for Implementing Early Warning Systems in Organizations

Organization: Linx – Research, Insights, Strategy

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The purpose of the project is to create theoretical model that will enable Linx to provide educated service in consulting companies and organizations to prepare for future challenges by setting precise narrative that will allow proper identification of oncoming occurrences and their possible impact on the organization's value chain.

In the course of the practicum a literature survey was performed to study the existing research body in field of Commercial Intelligence (CI) and receive theoretical insight of the issue as well as the nature of the service to be provided by the company. In addition, case study was performed to approve those insights. As a result, the company will be able to develop marketing and practical steps to provide the clients with appropriate consulting services.

The received findings show that the CI field's narrative is not well developed while academic and national security experience can contribute here much. Decision makers are to integrate CI mechanisms in their organizational settings. Here is the opportunity for Linx to be an intermediary between the intelligence needs of its clients and implementing appropriate respond for them.

As for Information and Knowledge Management, market valuable knowledge is created Linx company. In addition, its clients will be able to implement educated knowledge managing patterns regarding their environment: an ability to effectively analyze incoming information, use of precise criteria to filter out "noises" and point on the really important emergences as well as an ability of intelligence staff to influence decision makers in order to provide an appropriate organization's preparedness to future threats and opportunities.