



SEEA

Sensing and Responding

A Summary of the
and Sense and Respond model developed by

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<https://vimeo.com/47280675>



Sense and respond

Paradigm shift from 'make and sell' to 'sense and respond'

Recognises that traditional planning not optimal for:

- Distributed decision-making
 - Complex environments
 - Rapid change
 - Unpredictable developments and opportunities
 - Local self-synchronisation
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- The key is 'coherent action at scale'



Sensing and responding requires:

Strategy

- design for action, not ‘a plan of action’

Structure

- a dynamic and collaborative network of capabilities not formal structures
- respond to what is happening, not what is planned to happen

Governance

- leadership provides *context* and *coordination*
- solutions are improvised as necessary
- accountability not based on actions, but results of actions



Adaptive Enterprise Transformation

With:

- Shared purpose and reason for being
- Shared situational awareness
- Shared stories and key messages
- Shared set of adaptive behaviours
- Shared techniques and technologies
- Shared measures aligned to the purpose

We can act autonomously but coherently towards our shared goals