

# Chapter 1

# Building an Intelligence Driven Organization for Sustainable Growth

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## **ABSTRACT**

*To uphold the tenets of sustainable growth, the digital revolution has metamorphosed competitive intelligence into a strategic necessity for businesses. This chapter focuses on the importance of intelligence-driven decision-making in maintaining organizational resilience and sustainability. It emphasizes the synthesis of artificial intelligence, big data analytics, and strategic foresight in a competitive intelligence framework. Other topical articles include building a culture of data-driven decision-making, using technology in market analysis, and ethical practice regarding intelligence. Case studies from organizations that have successfully pursued intelligence-driven strategies for a competitive edge will be examined. In this intelligence-led framework, agility in strategy, which ultimately contributes toward sustainable growth, will be enabled in the dynamic market environment.*

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# 1. INTRODUCTION

In the modern digital economy, organizations have large volume of data, very fast technology advances, and constantly changing market dynamics. To navigate this complex environment, not only does strategic foresight to exist, but it must be possible to turn intelligence into an asset. The building of an intelligence driven organization is not the option anymore but a strategic imperative for sustainable growth. These organizations use their data analytics, business intelligence and market insights that are embedded in their decision making processes to improve the performance, to adjust in the shortest possible time when the change occurs and to remain competitive.

This chapter presents the core elements of an intelligence driven organization focusing on how an intelligence can be brought into all functions and used to achieve sustainable growth. It elaborates upon how leadership, technology, organizational culture and talent development foster intelligence capabilities. The chapter also explores the real life examples of the intelligence driven processes and the best practices of businesses implementing such strategies.

## 1.1 Understanding Intelligence in the Organizational Context

Organizational intelligence is a capacity to collect, interpret and utilize information to choose efficiently. That means structured data that is financial metrics and customer databases as well structured data and unstructured data like social media feedback, market trends. Technologies do not hold our intelligence, but human insight, experiential knowledge and strategic intuition that comes without technology.

The contextual factors seen as technological, organizational, and environmental affecting the adoption process have been elaborated by Krieger et al. (2021) while focusing on AI approaches in auditing. AI techniques help in understanding client and audit risks as well. In hospitality AI social robots, AI and virtual reality in the fashion industry, and AI-driven digital twins in the infrastructure industry are revolutionizing

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