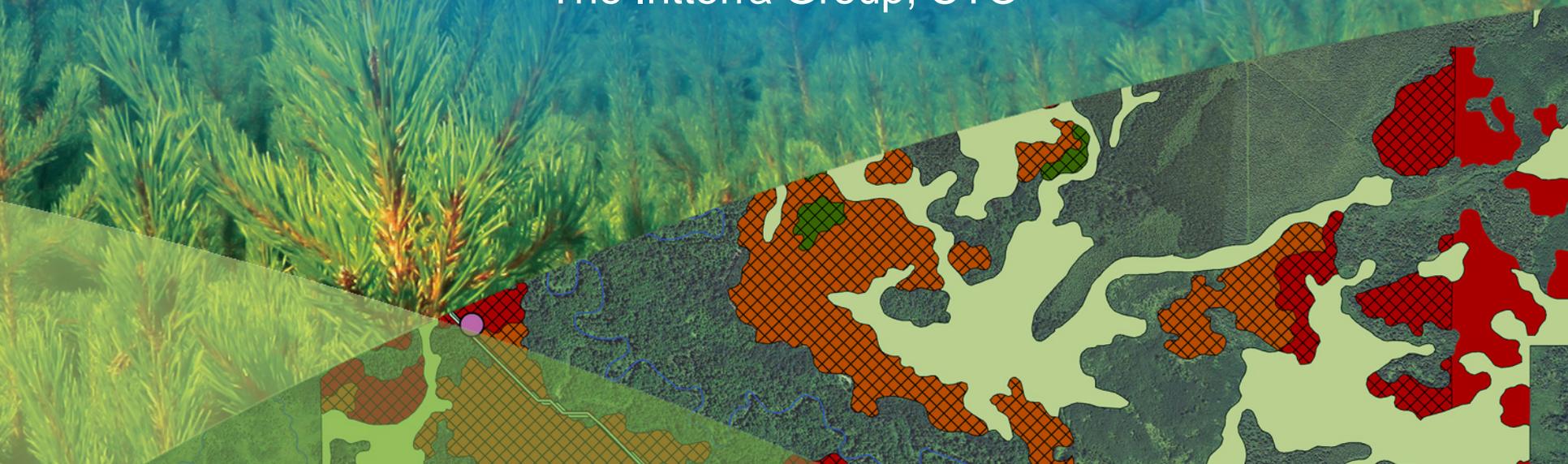




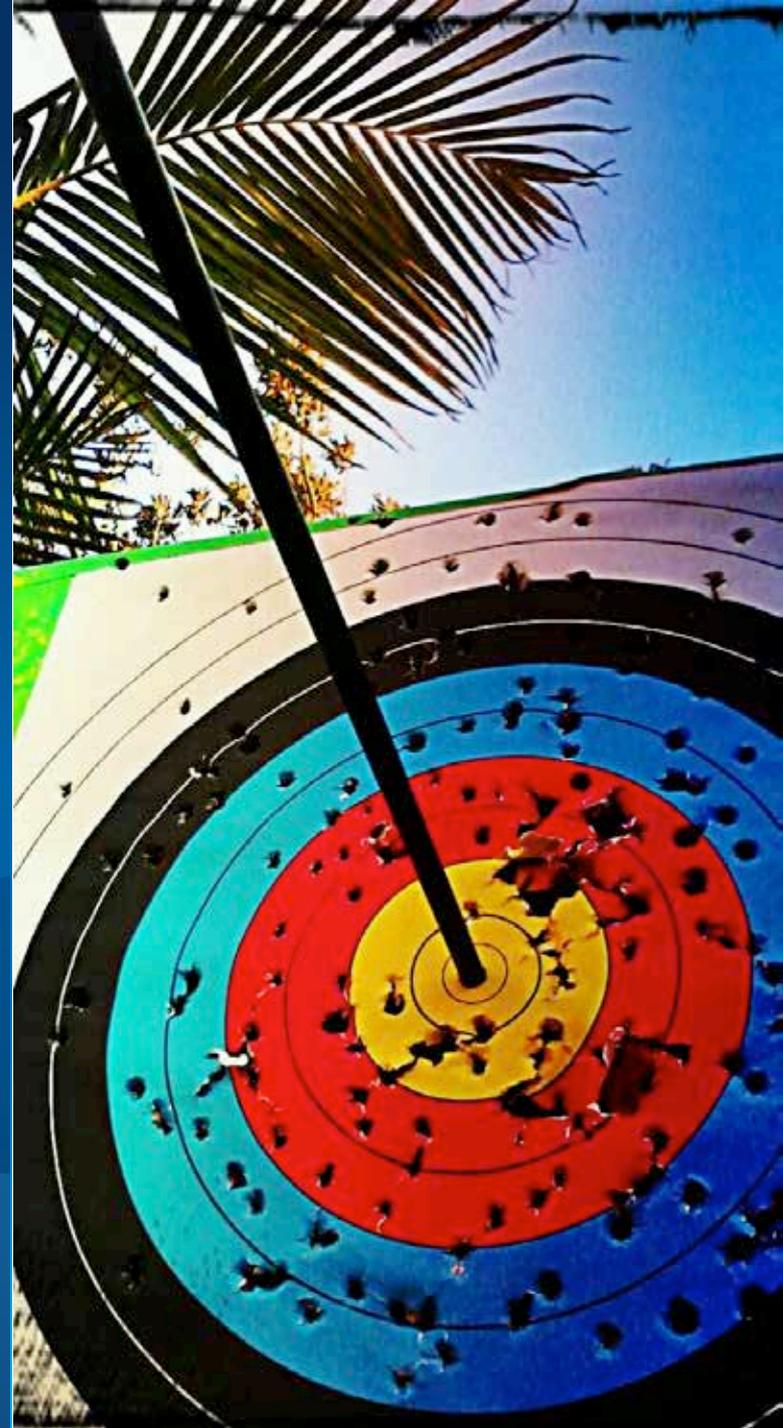
Seven Habits of Highly Effective Wildland Firefighting Technology

David Blankinship

The Intterra Group, CTO



**How do we think
about success
when we think
about geospatial
technology?**

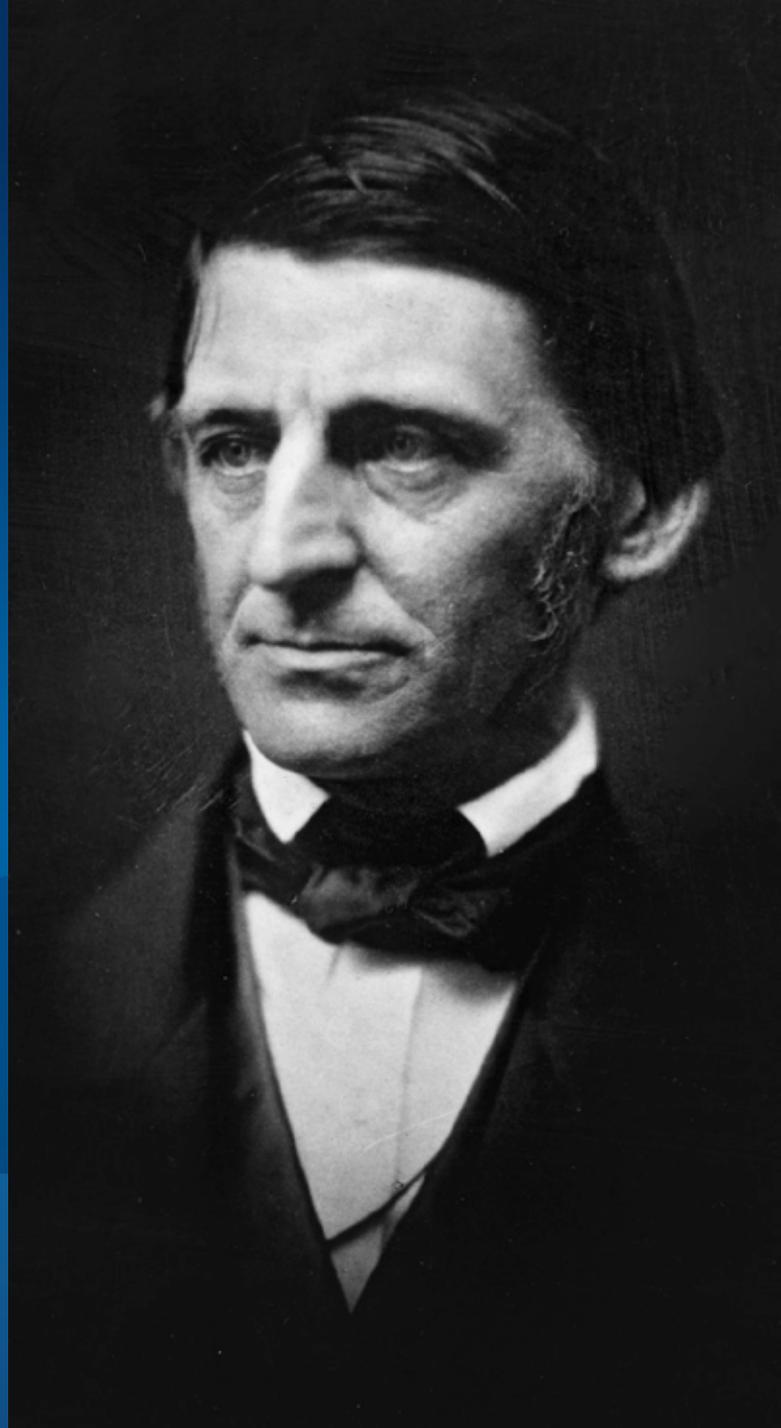


**How do we apply
our measure of
success to the
firefight?**



**“Who you are
speaks so loudly
I can’t hear what
you’re saying.”**

~Ralph Waldo Emerson



“Who you are
speaks so loudly
I can’t hear what
you’re saying.”

~Ralph Waldo Emerson

**How does this
apply to our
technology?**



Strategically

**How does this
apply to our
technology?**



Strategically

Tactically

**How does this
apply to our
technology?**



Strategically

Tactically

Fiscally

**How does this
apply to our
technology?**



**Meeting the critical information requirements in
wildland fire is... *Daunting.***

Meeting the critical information requirements in wildland fire is... *Daunting.*

- **Creating *true* time-dominant situational awareness for wildland fires mirrors what successful people do interacting with one another.**

**Meeting the critical information requirements in
wildland fire is... *Possible.***

**Meeting the critical information requirements in
wildland fire is... *Possible.***

- **We need to talk about geospatial technology applied to managing operations and natural resources during wildland fire events.**

**Meeting the critical information requirements in
wildland fire is... *Imperative.***

Meeting the critical information requirements in wildland fire is... *Imperative.*

- The reality is that we are interdependent, and the independent model is not optimal for use in an interdependent environment.

How do we plan to obtain situational awareness?

Be proactive



How do we plan to obtain situational awareness?

Determinism



How do we plan to obtain situational awareness?

This is how we do it (now).



What are good objectives for using GIS as we move forward?

Begin with the end in mind.



What are good objectives for using GIS as we move forward?

Can you describe to me the value of GIS to you in 30 seconds?



What are good objectives for using GIS as we move forward?

Beginning with the end in mind means thinking about the best way to do things.



Where do we start?

Put first things first.



Where do we start?

What can I use every day and makes my job easier?



Where do we start?

As it becomes useful, I'm thinking about adding the next piece.



Where do we start?

If the boots on the ground don't use it.... It fails.



Where do we start?

If the boots on the ground don't use it.... It fails.

Period.



**How do we share
with the people
that need the
information?**



How do we share with the people that need the information?

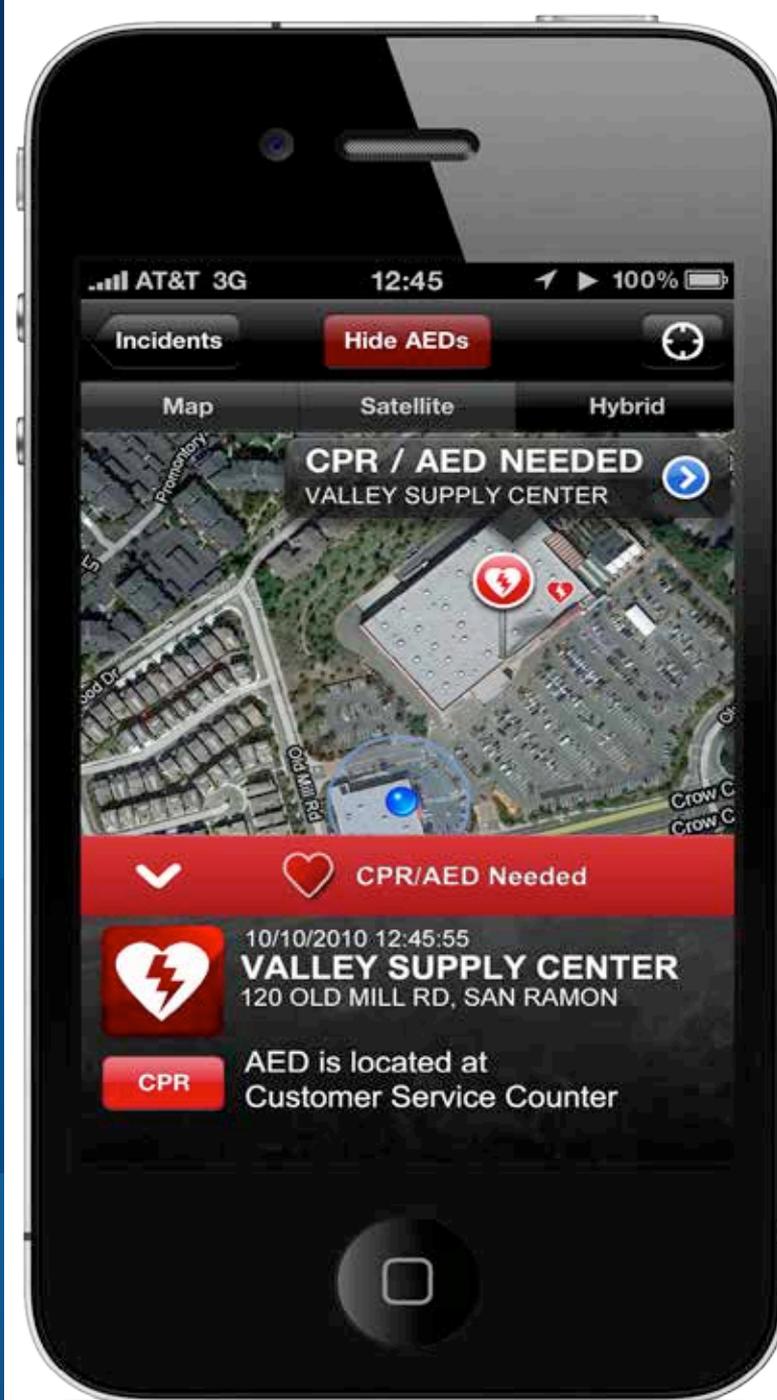
People need information every
day.



How do we share with the people that need the information?

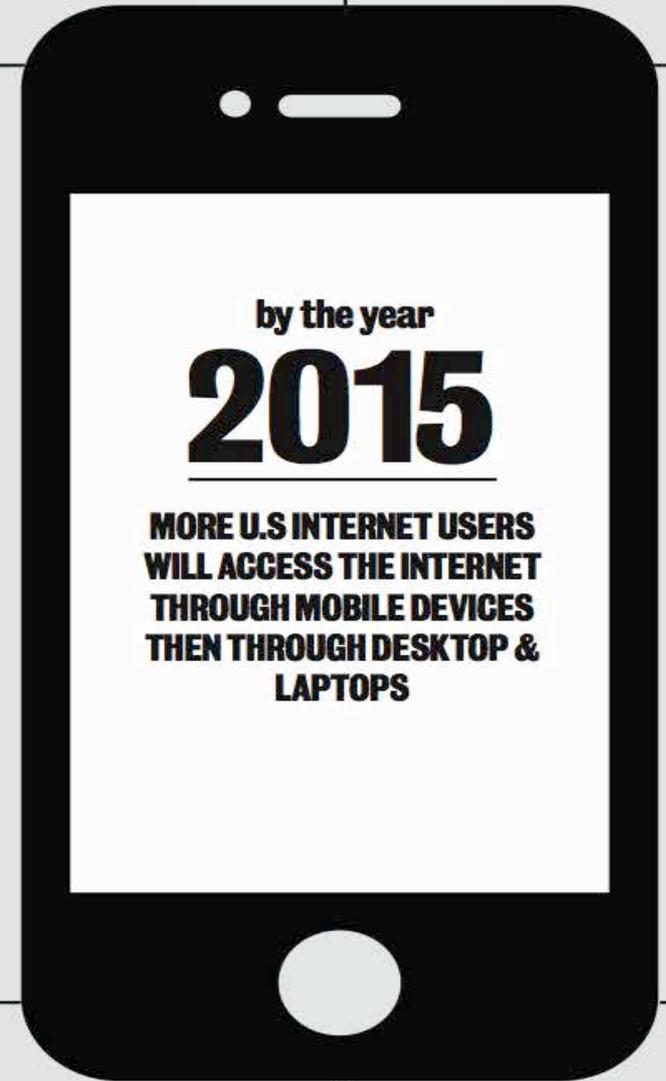
People need information every day.

Please give it to them in a way that is helpful.



How do we share with the people that need the information?

Bottom line here is: mobile first.



How do we transition from 'stuff on a map' into mature decision support?

Seek first to understand, then to be understood.



How do we share what each of us have with one another?

Synergize



How do we share what each of us have with one another?

Better way to say this:
Cooperate with data and analysis.



How do we share what each of us have with one another?

Don't insist that everyone use your system or software – build sharing into it.



How do we share what each of us have with one another?

Make an effort to work together and start with something, anything that you can agree to share. Then grow – intentionally, and maybe even on a schedule.



What is our source of inspiration and how do we think ahead creatively?

Sharpen the saw.



What is our source of inspiration and how do we think ahead creatively?

Not as squishy as you think...





intterra
making better happen. *faster.*