
COMPETITIVE INTELLIGENCE WORKSHOPS

We are offering three customized Competitive Intelligence courses. Each course is delivered in a workshop format with extensive use of practical exercises and simulations. Attendees are engaged throughout to think through how Competitive Intelligence works for them and how its use can deliver better business results.

Our approach is to customize each class or series of classes to your situation. Thus, we will meet with you before scheduling the classes to understand the challenges that you face and the objectives that you have for the training. With that information, we will propose customized training to deliver the needed benefits. The customization helps you to get what you need and avoid what is unimportant.

Depending on the training objectives, workshops can be created to last anywhere from half a day to one week. A significant wealth of information and links are provided in each workshop.

COMPETITIVE INTELLIGENCE FOUNDATIONS

Developing a working definition for competitive intelligence
Discovering competitive information in the organization
Formulating critical competitive questions for major functional areas
Establishing ROI criteria for competitive intelligence
Exploring defensive nature of competitive intelligence
Setting initial improvement plans

Essential to get started effectively with competitive intelligence.

COMPETITIVE INTELLIGENCE PROCESS

Assigning responsibility for competitive intelligence
Creating key question template
Selecting analysis approaches
Identifying information sources
Reaching conclusions and recommendations
Communicating results to multiple audiences
Establishing sharing tools

Perfect to formalize ad hoc competitive intelligence efforts.

COMPETITIVE INTELLIGENCE TECHNIQUES

Company strategy monitoring
Understanding gap analysis
News information collection
Product intelligence collection
Technology tracking and projection
Financial comparisons

Excellent for teams that are moving toward competitive intelligence maturity.

BENEFITS

Improved Strategies

Understood Competitors

Aligned Organization

Increased Confidence

Decreased Risks

Refined Product Ideas

*Characterized
Opportunities*

Anticipated Threats

*Credible
Recommendations*