

Competitive Intelligence Organization Diagnostics

	Never	Infrequently	Usually	Always
	1	2	3	4
1. PROBLEM RECOGNITION				
Senior management specifically requests competitive information to make strategy decisions.				
<i>comment</i> _____				
2. SPONSORSHIP				
A specific senior manager sponsors the competitive intelligence function and process.				
<i>comment</i> _____				
3. FUTURE ORIENTATION				
Strategic planning assumes that methodical competitive intelligence is required for long range plans.				
<i>comment</i> _____				
4. INTERNAL LEVERAGE				
Processes are established and effectively executed to use employees for competitive intelligence questions.				
<i>comment</i> _____				
5. INTELLIGENCE GATHERING				
A rich set models, techniques, relationships, etc., are used to find useful competitive intelligence information.				
<i>comment</i> _____				
6. INTERPRETATION				
Discussion, analysis, and debate occur to derive meaningful answers and recommendations from data.				
<i>comment</i> _____				
7. RETURN ON INVESTMENT				
CI value is measured qualitatively and quantitatively based on the returns received versus invested money and effort .				
<i>comment</i> _____				
8. ACTION BIAS				
There are expectations and evidence that CI affects concrete decisions and motivates specific actions.				
<i>comment</i> _____				
9. STRATEGY IMPACT				
Competitive intelligence is integral to strategy planning at all levels of the organization.				
<i>comment</i> _____				
10. REPEATABLE PROCESS				
CI projects are executed consistently using project management guidelines to deliver superior results.				
<i>comment</i> _____				

