



Competitive Intelligence (CI)

Duration 5 Days

Why this Course?

Over the past couple of decades, the environment in which companies operate has grown enormously more competitive; they must know this environment in order to create and maintain advantage. Companies must therefore monitor all aspects of their competitors' operations, from mission statements to product and service lines, in order to provide early warning of opportunities and threats. Competitive Intelligence (CI) has developed into a most useful means both of acquiring such intelligence and of making recommendations for its utilisation.

The competitive environment has become, and will continue to become, increasingly demanding, a situation fuelled in no small measure by the growth in the Asian companies. This means that businesses have to use CI to monitor their competitors and stay ahead of the game.

The Society of Competitive Intelligence Professionals (SCIP) defines CI as: "The process of monitoring the competitive environment. CI enables senior managers in companies of all sizes to make informal decisions about everything from marketing, R&D and invest tactics to long-term business strategies. Effective CI is a continuous process involving the legal ethical collection of information, analysis that doesn't avoid unwelcome conclusions, and controlled dissemination of actionable intelligence to decision-makers"

Who Should Attend

This course is designed for knowledge staff that needs to understand what's happening in their organization's environment, this includes:

- Participants (decision makers, strategic planners, sales and marketing personnel, business development managers) who need to clearly define and understand their business environment especially the competitive environment.
- Managers wishing to understand the benefits of having an effective formalized CI program and how to establish or enhance their organization's CI capability
- Managers wishing to understand how CI can be linked to their company's strategy

Course Objectives

This course applies especially to organizations that are operating in dynamic competitive environments where the need to innovate is critical for achieving competitive advantage and to develop into intelligent organizations. The CI component of this course gives you superior skills in the management of competitive environment and by the end of the course you will:

- ↳ Understand your business environment (anticipate changes in the marketplace, anticipate the actions of competitors, and discover new or potential competitors).
- ↳ Understand the differences between intelligence concepts and How to gather intelligence about your competitive environment
- ↳ Understand the benefits of CI and how to establish or enhance your organization's CI capabilities
- ↳ Understand to define your real competitors? What are their relative strengths and how do you get an in depth understanding of them?
- ↳ Understand the role of CI within a broader strategy development framework and how CI can be linked to your company's strategy



Programme Outline:

1. Outcomes for Day 1

Using frameworks, case studies and examples, by the end of the day you will understand:

- 1.1. Introduction
- 1.2. The business environment
- 1.3. Globalization, localization or Glocalization
- 1.4. Data, Information and intelligence
- 1.5. From information to intelligence
- 1.6. What CI is and is not
- 1.7. CI and spying

2. Outcomes for Day 2

Using frameworks, case studies and examples, by the end of the day you will understand:

- 2.1. Differences between intelligence concepts (Competitive intelligence, competitor intelligence, business intelligence, marketing intelligence and marketing research)
- 2.2. The CI process
- 2.3. Planning and direction
- 2.4. Data collection
- 2.5. Analysis
- 2.6. Dissemination

3. Outcomes for Day 3

Using frameworks, case studies and examples, by the end of the day you will understand:

- 3.1. Competitive intelligence models
- 3.2. The importance of competitive intelligence
- 3.3. How to use competitive intelligence in your company
- 3.4. Competition and competitive intelligence
- 3.5. Strategy

4. Outcomes for Day 4

Using frameworks, case studies and examples, by the end of the day you will understand:

- 4.1. Introduction to strategy
- 4.2. Competitor analysis
- 4.3. Strategic decision making
- 4.4. Strategy formulation models
- 4.5. CI and strategy
- 4.6. How CI can be linked to strategy

5. Outcomes for Day 5

Using frameworks, case studies and examples, by the end of the day you will understand:

- 5.1. Using the web for competitive intelligence
- 5.2. Who does competitive intelligence in a company
- 5.3. Effectiveness of CI
- 5.4. Conclusions