COMPETITIVE INTELLIGENCE – INTELLIGENCE SOURCING & TACTICAL ANALYSIS

Objective:

This course aims to provide the fundamentals course for those just starting out in CI. Find creative, proven ways to develop timely intelligence on your competitors and on your market. Learn real-time, on the ground, ethical collection techniques. This course builds on what you learn in the Intelligence Sources course. You will learn practical frameworks to assess competitive cost of operations, to analyze the true capabilities of a rival, as well as its immediate future actions. You will emerge with a practical toolkit to address specific business situations your company faces.

Upon completion of the 2-days seminar, you will be able to:

- Create intelligence and identify state-of-the-art sources
- Apply the most efficient and effective strategies for finding and analyzing information
- Use the latest Internet intelligence tools and techniques
- Confirm rumours and improve management decision-making
- Develop rapid-fire team intelligence-gathering strategies
- Benchmark actual business practices and costs of competitors and anticipate a company's near-term tactical moves
- Construct an early warning approach to monitor a rival's changing product, service and market shifts
- Cut through a competitor's smokescreen to accurately anticipate and prepare for a competitor's new product roll out
- Learn the triggers that motivate management to use intelligence expediently

Who Should Attend

The course is intended for CEOs, Senior Managers, Managers, Researchers and Analyst or those who are keen to learn more about Competitive Intelligence or anyone who should be aware of competitive intelligence knowledge and skills in your organisation.

Course Duration

2 days

METHODOLOGY

For each of the topic covered, the participants are first taught the basic concepts, standard approach to Competitive Intelligence using case studies, group discussion, lectures with practical lessons and tools.

Course Outline
Day 1:

In day 1, this course aims to provide the fundamentals course for those just starting out in CI. Find creative, proven ways to develop timely intelligence on your competitors and on your market. Learn real-time, on the ground, ethical collection techniques.

8.30 am	Registration
9.00 am	Sources & Techniques
	Ethics & Legalities
10.30 am	Tea Break
11.00 am	Sources & Techniques (continued)
1.00 pm	Lunch Break + Prayers
2.00 pm	Human Source Collection and Trade Show Exercise
3.30 pm	Tea Break
4.00 pm	Delivering Intelligence Findings
5.00 pm	End

Day 2:

In day 2, this course builds on what you learn in the Intelligence Sources course. You will learn practical frameworks to assess competitive cost of operations, to analyze the true capabilities of a rival, as well as its immediate future actions. You will emerge with a practical toolkit to address specific business situations your company faces.

8.30 am	Registration
9.00 am	Building an Analytical Framework
10.30 am	Tea Break
11.00 am	Cost & Benchmarking
1.00 pm	Lunch Break + Prayers
2.00 pm	Anticipating Predators
3.30 pm	Tea Break
4.00 pm	Presenting Intelligence
5.00 pm	End