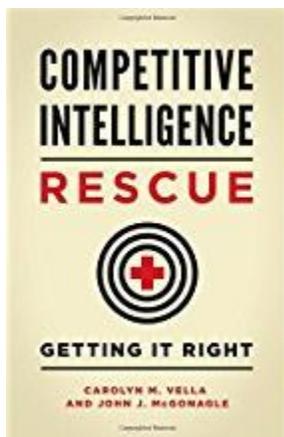


Learn How Competitive Intelligence Feeds Strategic Planning: Read Competitive Intelligence Rescue

Competitive intelligence provides companies with insight about how the market is affected by factors outside their company. And more importantly, what they need to do, to maintain or improve their competitive advantage. A strategic plan without competitive intelligence will often fail, as leadership might make decisions based on their gut, their ego, or how they've always done business. This is a recipe for failure.

Learn how to diagnose what needs to be fixed in your company's competitive intelligence effort by reading [Competitive Intelligence Rescue](#). Carolyn Vella and John McGonagle walk us through their experiences rescuing 7 companies in the case study format.



Case Studies Vary by Industry and Complexity

- DIY (Do it yourself) competitive intelligence
- Adding primary research capabilities
- Defending against your competitors' intelligence activities
- Creating and staffing a new CI team

The case studies include John and Carolyn's conversations with the various stakeholders, as they implement the CI rescue process. So as a reader, you feel like you're participating.

Competitive Intelligence Rescue: Diagnostic Quiz

Carolyn and John have developed some first and second level diagnostic questions aka "diagnostic quiz" to pinpoint the issues that need to be fixed. They are so methodical from their many years as CI professionals. If you follow this diagnostic quiz process, you won't miss issues, such as CI training and ethics/legal that are often blind spots in CI program development and assessment. They also account for a company's culture and politics in the diagnostic quiz through the process of addressing the issues. They check back with each client a year or so later to measure progress and analyze results.

Competitive Intelligence Rescue: My Favorite Diagnostic Quiz Questions

- Do you really know the CI issues...or do you just assume them...relying on past, old data, not on current data?
- What were the real problems? Why are they different from what the company said they were?
- Is senior management willing to hear things that they might not want to hear from the CI team or individual?
- Are your competitors doing CI? How effectively?

Competitive Intelligence Rescue: Definitions, Processes and Tips Lists

Not only do you get some behind the scenes intelligence, you also get valuable processes and tip lists.

- Key competitive intelligence definitions, especially how it's not market research
- Creating an early warning system
- Creating a mission statement for the CI group
- Strategic intelligence team skillsets
- Tips for DIYers (p. 71)
- Defining and protecting your Competitive Sensitive Data
- Working a trade show or conference
- Screening/checklist for non-US CI providers
- 20 rules doing CI research off the Internet (includes social media)
- Elicitation definition and techniques to improve primary collection skill
- A link to a suggested list of competitive intelligence books

Competitive Intelligence Rescue: My Favorite Closing Remark

“Never assume what you are told or what you want to believe, is correct...people do not fully understand their own problems...even that they have problems. Dig deeper: look, do not just listen—verify.”

This is a must read for strategic planners who want to understand why and how competitive intelligence is done, and how it enables smart decision-making.

Ellen Naylor is one of America's pioneers in competitive intelligence and Win/Loss analysis. For over 20 years, her research has consistently helped companies beat the competition and make smarter strategic decisions. She is the award-winning author [Win/Loss Analysis: How to Capture and Keep the Business You Want](#).