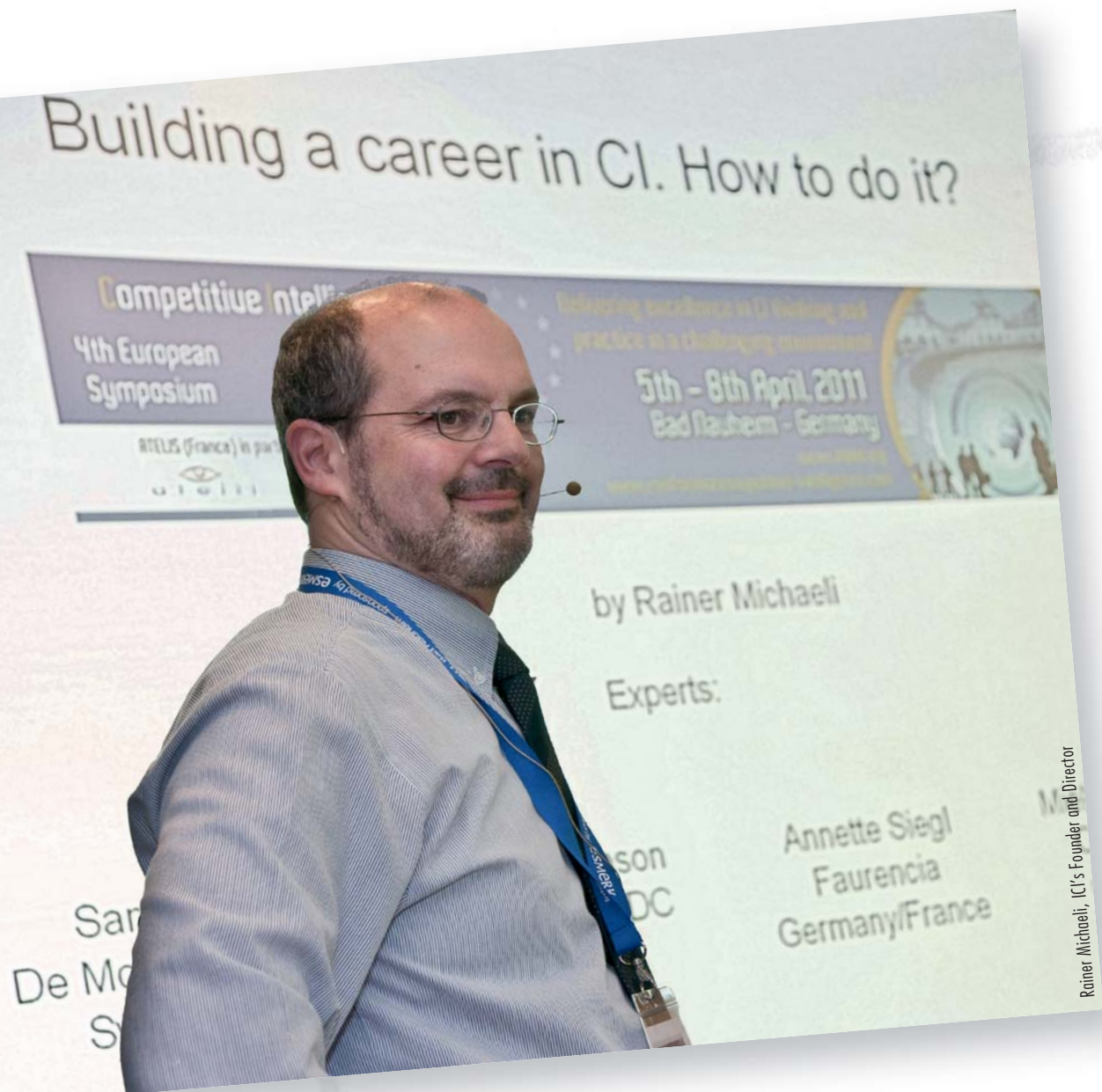


Delivering excellence in Competitive Intelligence thinking and practice

2012

Institute for
Competitive
Intelligence



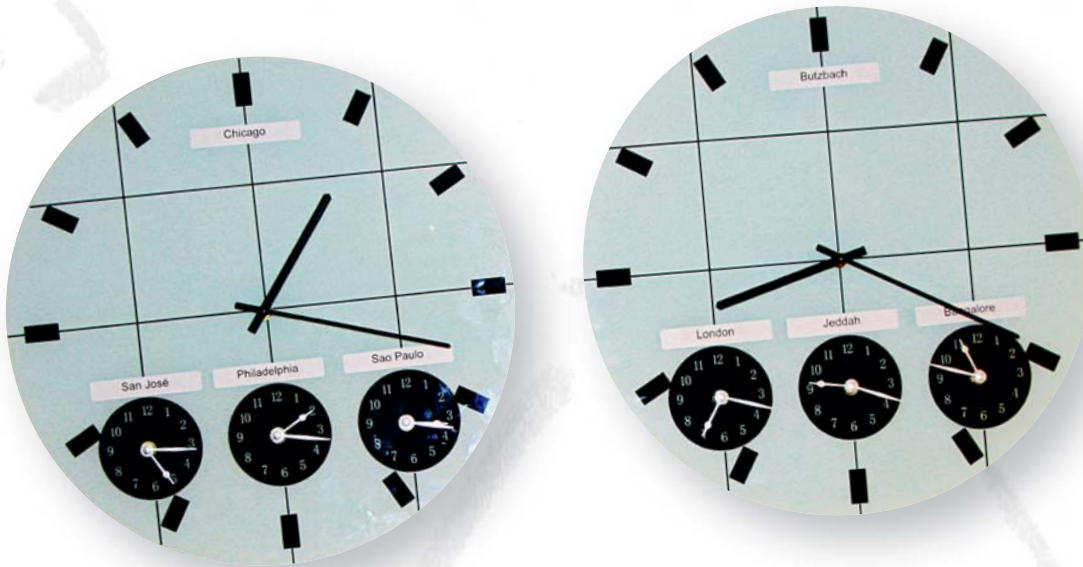
Competitive Intelligence (CI)

... is an analytical process which transforms disaggregated company, industry and market data into actionable strategic knowledge to enable strategic and tactical decision-making.

... creates situational awareness about one's own competitive environment.

... is one of the most valuable and cost-effective competitive tools that managers can utilize.

Sometimes terms such as "Market Intelligence", "Market Insight", "Competitor Intelligence", "Technical Intelligence" and "Business Intelligence" are used interchangeably.



Welcome to the Institute for Competitive Intelligence (ICI)

Delivering excellence in Competitive Intelligence thinking and practice – that’s our motto. Since its foundation in 2004, the ICI has developed into a major global Competitive Intelligence education provider. We are second to none, proud of our achievements so far and are excited about what lies ahead.

So why choose the ICI?

Our education is intense, challenging and exciting – that’s how our past participants describe their ICI experience. ICI prepares you for what might be the best job in any company: Outsmarting and out-maneuvering the competition. The ICI’s faculty members come from seven countries and are an inspiring mix of thought leaders, practitioners and innovators. You can expect an unparalleled diversity in teaching styles and multi-cultural coverage. Our participants have equally diversified professional backgrounds, industry knowledge, levels of professional and/or vocational training and professional functional coverage. By joining our workshops you will benefit from this unique learning environment in many ways. ICI’s educational program helps you to better understand and expand your Competitive Intelligence perspective. Our certificates provide you with THE driving license to successfully navigate the ever-changing CI landscape. ICI’s Management would like to thank you for considering ICI as your Competitive Intelligence education provider and are looking forward to meeting you soon.

Rainer Michaeli

Rainer Michaeli

Director of the Institute for Competitive Intelligence

What we do



Participant Facts

12 yrs Average Work Experience

Average Age: **36 yrs**

Previous Education: **37%** Business **23%** Sciences

12% Engineering **5%** Macro Economics **23%** Others

44% Female Participants

Industries: Pharma **18%** Consulting **14%** Chemistry **12%**

IT/Telecom **7%** Others **49%**

52 Countries represented in our open workshops

Company Size: **50%** large **30%** medium **12%** small

Job Functions: **29%** CI Management **21%** Market Research
10% Business Development **9%** Consulting **31%** Others

4 Teaching Languages: English, German, French, Spanish

20 cities in **13** countries across **4** continents



Curriculum

| | Individual workshops ... | Certificates in Competitive Intelligence | Certificate of Proficiency in Competitive Intelligence - CPCITM |
|---|--|--|--|
| Educational objective | ... bridge your knowledge gaps ... enhance your understanding of specific CI tools and theories | Build up fundamental know-how (FCCI™) or develop specific in-depth competences | Master all Body of Knowledge (BOK) competencies at expert competence level |
| Workshops and related certificates | Fundamentals, Reporting, Primary/Secondary Research, Analysis | → | Fundamental Certificate in CI - FCCITM (10 days) |
| | Text Mining, Social Media, Patents | → | Advanced Certificate in Research (3 days) |
| | Scenarios, Risk Analysis, Psychology, Financial Analysis, Early Warning | → | Advanced Certificate in Analysis (5 days) |
| | CI Centers, Technical Intell., Counter Intell., Information Warfare | → | Advanced Certificate in Management (5 days) |
| | Competitors' Strategies, War Gaming, Mkt Analysis, Competitive Strategies | → | Advanced Certificate in Competitive Strategy (5 days) |
| | | | CPCITM all workshops |



ICI Conference 2011, Bad Nauheim, Germany

ICI's Certification Approach is based on the fact that the best combination of CI capabilities is achieved through continual learning supported by practical applications. ICI acknowledges the CI BOK (Body of Knowledge). The related Competitive Intelligence competence levels at the ICI are Junior (ICI-1), Senior (FCCI Certificate) and Expert (CPCI Certificate).

ICI's certification programs are based extensively on case studies, assignments, reading and interactive classes as a means to building up in-depth knowledge. Class size is limited to 15 participants.

The CI BOK defines a "Compendium of current and leading-edge competencies drawn on by CI professionals and their organizations". ICI's CPCI™ program is currently the only CI training program of its kind which comprehensively addresses all the areas of the CI BOK. Our candidates are guaranteed to be given all the tools needed to achieve excellence in Competitive Intelligence thinking and practice.

ICI's Code of Ethics Competitive Intelligence is both an ethical and legal discipline. All ICI certificate holders are obligated to accept ICI's Code of Ethics.

Registration/Application for individual workshops requires just the indicated language skills and a working knowledge of English. For all certification programs, an application package will be sent to candidates upon request. Visit our complementary "Open Campus Webinars" for further information.

Accreditations Since 2008 the ICI is regularly audited and certified to comply with the quality rules of the German vocational education association – the most rigid accreditation a private organization can achieve in Germany. ICI has been approved

- to join iMOVE, an initiative by the German Federal Ministry of Education and Research
- to provide vocational training (Formation Professionnelle) in France
- by the German Federal Armed Forces

Note The CIE (Competitive Intelligence Engineer) certification program is a special university certificate consisting of ICI's FCCI program and Business Intelligence workshops provided by the Institute for Management Systems/ University of Ludwigshafen, Germany.



A Unique Learning Experience

Our faculty will test, inspire and challenge your ideas, knowledge and concepts about “competition”. The ICI faculty’s goal is to bring your competitive mind to the fore. The faculty’s overall objective is to introduce you to frameworks and to expose you to hands-on experience, so you can apply what you have learned directly when back in your office environment.

There is no single preferred teaching method as faculty members are free to choose the method they believe fits best with the content of their sessions and may include case studies, computer simulations and role playing. Our small class sizes and pre- and mandatory post-workshop and mandatory assignments (for certificate participants only) provide you with an intense as well as challenging learning environment. Past participants are invited to share in our Alumni group, a unique and powerful network of like-minded individuals and sometimes even friends.

Certificate participants benefit from ICI’s career orientation services as well as from **distant learning webinars** for exam preparation and assignment briefs/assessments. In addition CPCI students will benefit from our webinars during their case study write-up. Central to ICI’s certificates is individual coaching. You will receive our support to ensure you get the best out of your investment. Our workshops and programs are designed to serve the needs of individuals within the constraints of full-time working commitments. Wherever possible we’ll find flexible solutions for your individual challenges.



Martin Ainsworth, ICI's Director UK

Two of our Alumni

Apu Gosalia

Head of Global Strategic Marketing, Chief Sustainability Officer
FUCHS PETROLUB AG, Mannheim, Germany

I enrolled on the CIE program in 2008. Nineteen workshop days, a significant amount of mandatory reading and a thrilling final exam were all a challenge to a full-time working professional. Nevertheless, the effort was justified by the extensive learning. Neither during my US MBA program, nor during my studies at the University of Mannheim did I experience such comparable in-depth coverage of Competitive Intelligence issues. I enjoyed ICI's very professional faculty and their superb blend of theoretical concepts and hands-on know-how. I particularly enjoyed the Primary Research workshop (ICI-5); field trips and practical exercises prepared me for applying elicitation techniques to real-life situations. The content of this workshop has become a major source for enabling me to retrieve competitive information.

Teresa Lehovd

Chief Analyst - Heavy Equipment Industries, Global Market Intelligence
Wallenius Wilhelmsen Logistics, Oslo, Norway

My interest in Competitive Intelligence dates back to 2000. Over the subsequent years I studied and applied CI methods independently, but then I discovered and evaluated ICI's certification program. I realized that the Institute offers a much more efficient and structured way of learning advanced CI methodologies, so I enrolled for the CPCI program in 2007. Despite my extensive work and travel schedule, I managed to complete the entire program thanks to the flexibility of the Institute's workshop schedule. During the workshops I discovered how much I did not know, despite extensive reading of relevant books and articles. ICI's workshops are of high quality and are very professionally organized - and they are fun to attend. The use of case studies is extensive, which gave me, with my lifelong career in the shipping industry, insights into many other industries. Also I built up a broad network of CI professionals. Due to the completion of the certification program my responsibilities at Wilhelmsen Group have extended to include strategy development. All in all, the certification program is a fantastic voyage. Expect many eye-opening moments and a huge toolbox of CI methods, case studies and an in-depth exchange with fellow students.



Faculty

One cornerstone of what makes ICI different is our faculty. We are proud to have the most diverse and engaged faculty body in the Competitive Intelligence field. ICI's global faculty has authored countless books and articles. Without exception all faculty members have significant corporate work experience prior to joining the ICI. In addition our faculty consists of a unique blend of practitioners, university professors and consultants. You will be challenged by the diverse backgrounds and diligent industry expertise of our faculty!

Over the last seven years ICI has created a global community grounded in the passion for Competitive Intelligence with a "can do" attitude. Proprietary teaching materials have been developed and continue to be updated and adapted to an ever-changing environment.

To assure the relevancy and appropriateness of all workshop contents, ICI keeps a tight quality control over all workshops and faculty members' performance. Based on anonymous participants' evaluations all faculty members receive in-depth feedback – and annually one faculty member is honored with the accolade "Speaker of the Year Award". High-level results of this faculty assessment are published on our website.

ICI's CIRC (Competitive Intelligence Research Center) plays a vital role in this ongoing quest: Partnerships with universities, institutions and non-profit societies, research projects and the organization of academic conferences are just a few of its manifold activities. As a result ICI's research and thought leadership is renowned for being both relevant and rigorous.



Two of our faculty members

Arthur Weiss

Managing Director, AWARE, London, UK

Since founding AWARE in 1995, Arthur has established a global reputation as an expert in finding and interpreting intelligence. He has held CI courses, workshops and seminars worldwide plus CI lectures and workshops. Arthur regularly blogs and writes CI/MI-related articles, is a Chartered Marketer with the UK's Chartered Institute of Marketing, holds an MBA (passed with distinction) and a BSc (in Biochemistry).

"ICI is the only competitive intelligence training institute to cover all aspects of the subject in depth. Learning with ICI allows you to really understand all areas – from the basic daily tasks to advanced analysis and strategic interpretation. My main topic – ICI-4 Secondary Research – is often overlooked as an essential part of CI by other training providers. My students are always amazed at the seemingly impossible information that can be found, if you know how. I've had students wanting to call their boss mid-course to let them know about something they discovered during a course exercise."

Diana Wolf

Director Market Intelligence & Economic Research, Tognum AG, Friedrichshafen/Germany

Diana Wolf studied business management at the Cooperative State University in Ravensburg in Germany. Her professional career started in 1995 at MTU Friedrichshafen, then a Daimler Group subsidiary. In 2008 she was appointed Director, Market Intelligence & Economic Research at Tognum AG in Friedrichshafen. She was also Vice President of the German-Swiss Marketing Club and is a sought-after speaker at management institutes and universities. Ms. Wolf joined the ICI in 2005 as the instructor of the ICI-3 Reporting workshop.

"Guiding management in times of high uncertainty can be challenging. In my central Market Intelligence department I regularly interact with executives about economic and competitive issues where sound economic and CI skills are the key to success. When it comes to recruiting new employees, few candidates have these skills. This is one reason why I appreciate the ICI and its unique workshop portfolio. ICI candidates learn how to systematically generate, analyze and report competitive intelligence. Such a valuable management tool can make the difference between the success and failure of companies. I'm proud to be part of ICI's faculty. It's always inspiring to engage in lively discussions with students and peer faculty members!"

26 Faculty members from
7 Countries
4 Teaching Languages



Contact

Institute for Competitive Intelligence

Korngasse 9 · 35510 Butzbach
Germany

Tel. +49 6033 971377

Fax +49 6033 971376

info@competitive-intelligence.com

www.competitive-intelligence.com

