

CERTIFICATE PROGRAMS



INSTITUTE FOR COMPETITIVE INTELLIGENCE

All Certificates Remote Available!

Excellence in Competitive Intelligence Theory and Practice

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INSTITUTE FOR COMPETITIVE INTELLIGENCE



Excellence in Competitive Intelligence Theory and Practice

WELCOME TO THE INSTITUTE FOR COMPETITIVE INTELLIGENCE

- Need for More Organizational Flexibility
- Shortening Innovation Cycles
- Increased Demand for Sustainability
- Dynamic Competitive Strategies
- Increased Rivalry
- Globalization
- Corporate Foresight
- Disruptive Events

All of these trends have an increasing influence upon which companies are successful and which companies remain on course.

New strategies, approaches, and tools are required in order to better manage this complexity. Competitive intelligence is the key to business success!

Competitive/market intelligence is a comparably young (management) discipline that provides decision makers with a range of concepts, theories, and above all support for making decisions.

On the ICI certificate program you will learn how to use these methods, practices, and approaches efficiently. You will also learn how to successfully plan and execute competitive intelligence projects and implement the necessary processes within your company.

Practical examples, working on case studies, and exchanging experience with peers and experts from academia and practice all contribute towards your learning success on this intensive certificate program! In our unique learning environment, we will prepare you for the major challenges in market and competitor observation.

You will also benefit from our many years of training experience and the teaching excellence of our faculty team!

This brochure provides an initial overview of our offering. Do not hesitate to contact us with any questions you may have — we will be happy to advise you on which courses are most suitable for you and how to get the best value out of our training!



Rainer Michaeli

Director
Institute for Competitive Intelligence

WHY SHOULD YOU STUDY ON OUR COMPETITIVE INTELLIGENCE CERTIFICATE PROGRAM?

Competitive/market Intelligence is rarely taught at universities or business schools and is a difficult subject to learn through self-study or through a trial and error approach. CI is technically based upon different disciplines (e.g. market research, knowledge management, and psychology) as well as application-oriented knowledge gained through practical experience. Therefore the Body of Knowledge (BOK) for competitive intelligence is unique and challenging as it focuses on a wide range of areas and skills.

The competitive intelligence procedure is often compared with medical activity. On the one hand, a successful doctor needs a high degree of basic biological and pharmaceutical knowledge for example, and on the other hand must have extensive experience of treatments and be highly skilled. Only by achieving excellence in all of these areas, are high-quality results expected. The ICI educational program was designed with this specific goal in mind: We train practitioners who wish to gain the application experience required to achieve competitive intelligence excellence, based upon sound expert knowledge.

The challenging program developed by the ICI accommodates the flexibility that is required by its professional participants. Your training success is achieved through a combination of physical attendance at workshops, home study, and by applying what you have learned to your own work environment.

Take part in our internationally recognized certificate program and gain a valuable, sustainable qualification proving your competences and skills!



What is Competitive Intelligence?

«Competitive Intelligence» (CI) can be described as a systematic process of information retrieval and analysis, in which fragmented (raw) information on markets, competitors, and technologies can be transformed into a vivid understanding of the corporate environment for the decision maker. Market intelligence is used synonymously. Topics are usually future-oriented statements on competitive positioning, intentions, and strategies.

Obviously, intelligence is of immediate particular importance for tasks concerning strategy or corporate development. In numerous other corporate divisions, knowledge of competitive/market intelligence can also be used to support tactical decisions.

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REASONS TO JOIN OUR CERTIFICATE PROGRAMS

1

UNCOMPROMISED QUALITY AND PRACTICAL APPLICATION

All our modules are linked in terms of their content and are continually reviewed by an international advisory board to make sure they are relevant and up-to-date. You will be given detailed workshop documentation, work templates, checklists, and reading lists that make it easier for you to directly apply the methods you have learned to your everyday working life. Thousands of satisfied participants have taken part in the ICI workshops over the last ten years.

2

CASE STUDY METHODOLOGY OFFERS PRACTICAL RELEVANCE

Through our case study methodology, find out about a wide range of sectors and solution approaches in real-life situations. Some of these case studies have been developed by the ICI, while others come from leading business schools and universities.

3

ALUMNI NETWORK

Become part of the unique network of ICI alumni. Join our ICI LinkedIn Group, where members share experience and benefit from networking opportunities. This alumni network contains exclusive information on current CI topics as well as a discussion forum.

4

UNIQUE LEARNING ENVIRONMENT

Proprietary learning methods, interactive workshops, role play, tasks for preparation and follow up (assignments), computer simulations, group work, and supervised preparation of a case study (for CPCI participants only) guarantee an intensive and diverse learning environment for typical CI issues.

5

FLEXIBILITY

You decide when to attend which course. In the first instance you might start by choosing to attend individual courses according to your availability and decide to obtain certification at a later point in time. All courses are independent, and as such are valuable assets in their own right.

6

CERTIFICATION

All ICI certificates meet the internationally recognized standards of the Body of Knowledge (BOK) of Strategic and Competitive Intelligence Professionals (SCIP). Our certificates are accredited as university degrees including credit points (CPs) according to the ECTS (European Credit Transfer and Accumulation System).

7

INTERNATIONAL

The ICI offers all its workshops in English and German, The international case studies are in English. Choose which workshops you wish to attend, where, when, and in which language! In addition to your specialist training, you will also gain valuable international experience and intercultural skills.

8

MANAGEABLE WORKSHOP SIZES

The maximum number of participants for each workshop is limited to 15. This way we can ensure that the discussions are intense.

9

UP-TO-DATE COURSE CONTENTS

The ICI operates an international Competitive Intelligence Research Center (CIRC), which makes sure that the course contents remain up-to-date and relevant by taking part in research projects and organizing conferences. We consider ourselves to be the “think tank“ of the CI discipline.

10

OPTIMAL COST-BENEFIT RATIO

The ICI is proud to be able to offer its elite training program with an exceptional price — performance ratio!

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PRIVATELY MANAGED — INDEPENDENT OF MANUFACTURERS

Founded in 2004, the ICI is privately owned and is independent of any manufacturers, associations, or other organizations. We focus exclusively upon delivering competitive intelligence training, which we do so with passion!

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FACULTY

The institute incorporates over 30 trainers from 12 countries who are recognized experts from academia and practice. Benefit from their professional experience in a wide range of industries, functions, and regions.

OUR CERTIFICATE PROGRAMS

The Institute for Competitive Intelligence has developed seven certificates for highly qualified professionals to master the core competencies of the demanding competitive intelligence profession and employ them directly in their businesses. As illustrated in the matrix below, our CPCI certificate programs are based on 28 workshop days, organized into 22 workshop modules.

In addition we have developed a special 3-day executive program, designed for managers who need to make investment decisions about intelligence infrastructure and/or are at the receiving end of the competitive intelligence pipeline.

Participants can choose if they want to sit an exam in order to receive a certification diploma or if they just want to attend the courses.

FROM SINGLE WORKSHOPS THROUGH TO COMPLETE CERTIFICATION

You can book any workshop as a standalone module. Over time you might want to add more workshops until you have attended all the workshops for a certificate program, after which you can simply register for the exam. We are happy to give you advice on the different options that are available to you.

All Workshops Remote Available!

“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 APPRECIATED THE PROFESSIONALISM OF THE ICI’S FACULTY MEMBERS AND THEIR SUPERB BLEND OF THEORETICAL CONCEPTS AND HANDS-ON EXPERTISE.”

APU GOSALIA, FUCHS PETROLUB AG, GERMANY

CPCI CERTIFICATE PROGRAMS

	Fundamental Certificate in Competitive Intelligence - FCCI	Competitive Intelligence Research	Competitive Intelligence Analysis	Competitive Strategy	Competitive Intelligence Management	Certificate of Proficiency in Competitive Intelligence - CPCI
Fundamental Workshops						
ICI-1 Competitive Intelligence Basics	█					█
ICI-2 CI/MI Competence Training	█					█
ICI-3 Intelligence Reporting and Communication	█					█
ICI-4 Advanced Web Intelligence	█					█
ICI-5 Communication and Elicitation Skills	█					█
ICI-6 Fundamental Competitive Intelligence Analysis	█					█
ICI-7 Capstone Project	█					█
Fundamental Competitive Intelligence Exam						
Advanced Workshops						
ICI-25 Social Media Research		█				█
ICI-20 Event Intelligence		█				█
ICI-35 Patent and IP Intelligence		█				█
ICI-38 Knowledge Management		█				█
Competitive Intelligence Research Exam						
ICI-22 Scenario Mapping Techniques			█			█
ICI-26 Intelligence Mind Traps			█			█
ICI-28 Financial Analysis			█			█
ICI-32 Early Warning Systems			█			█
Competitive Intelligence Analysis Exam						
ICI-21 Analysis of Competitor Strategies				█		█
ICI-30 Business War Gaming				█		█
ICI-31 Strategic Market Intelligence				█		█
ICI-33 Dynamic Corporate Strategies				█		█
Competitive Strategy Exam						
ICI-24 In-house CI Centers					█	█
ICI-27 Competitive Technology Intelligence					█	█
ICI-34 Counter Intelligence					█	█
ICI-37 Critical and Creative Thinking					█	█
ICI-36 Information Warfare					█	█
Competitive Intelligence Management Exam						
CPCI Case Study Write-Up						█
CPCI Exam (written and oral)						█

MISCELLANEOUS

Exemption from Workshops

If a candidate can prove expertise in a certain subject area, he/she might be exempted from attending the related course(s). Make sure that you address this issue prior to enrollment.

Languages of Instruction

All our workshops are available in English and German. We deliver training on 4 continents, in 9 countries, and in 15 cities. All our workshops are also available as remote sessions. Please check our website for the conditions to partake as a remote candidate. No other organization runs more competitive intelligence workshops each year than we do! Check out our website to see which workshops will be taking place in your area.

Participation Requirements

Ideally, you should have at least two years work experience and either be employed as a CI professional or aspire to become one. Many of our attendees already work as market researchers, in business development, or as in-house consultants, but have not received any specific CI training. Our certificate programs will enable you to expand your skills, while opening up new career opportunities. All participants should have the ability to work with English language business case studies.

Prerequisite

All ICI participants need to work with English language case studies. For all advanced certificates a basic understanding of Competitive Intelligence practice, as taught in ICI-1 is mandatory.

Application

Contact us to receive an application pack. The application process is designed to make sure that our participants receive high-quality education that fully meets with their expectations.

Who Should Attend?

Competitive intelligence and market intelligence professionals, information managers, industry and business analysts, business developers, market researchers, and experts in related fields, assistants to CEOs, consultants, product/service managers, CI managers, security and counter intelligence professionals.

Need Information on Workshop Agendas?

For a detailed description of all our workshops, visit www.competitive-intelligence.com.

Workshop Fees/Upcoming Dates

Please check out our website for a list of all the scheduled workshops, programs, and related fees.



OVERVIEW OF THE ICI COMPETITIVE INTELLIGENCE **CERTIFICATES**

	Assignments	Exam
Fundamental Certificate in Competitive Intelligence — FCCI™	3	Written This 10-day program incorporates the basic tools and techniques for CI professionals. It is the ideal fast-track program for beginners and those wishing to refresh their skills. After these workshops, participants will be able to conduct CI projects and contribute towards complex CI operations.
Certificate in Competitive Intelligence Research — CCIR	2	Written This 4-day program is designed for those who want to deepen their knowledge of research approaches. Master the specifics of advanced research through events, social media, patents, and intellectual property. Leverage the principles of knowledge management to enhance information retrieval through communities of practice.
Certificate in Competitive Intelligence Analysis — CCIA	2	Written This 4-day program offers total immersion in analysis methodologies and advanced analysis techniques. Master the development of scenarios, design and operate early warning systems, and learn how to analyze competitors' financial statements. By applying knowledge from the "Psychology of Intelligence Analysis" workshop you will improve the quality of your intelligence results.
Certificate in Competitive Intelligence Management — CCIM	2	Written Learn all the essentials for operating a CI center. This 5-day program will bring you up to speed with the design and management of competitive intelligence units. Enjoy advanced topics such as information warfare, technical intelligence, and counter intelligence. Managing intelligence means being able to conduct creative and critical-thinking workshops. With all these courses under your belt, you will be ready to establish and efficiently manage Competitive Intelligence Centers.
Certificate in Competitive Strategy — CCS	2	Written Learn about the insights of strategy analysis and development in 5 days! You will be trained to analyze hard-to-crack competitor strategies and to develop dynamic competitive strategies for your own products and company. Assess markets and utilize war gaming methodology to generate insights and formulate winning initiatives.
Certificate of Proficiency in Competitive Intelligence — CPCI		Written and oral Comprises the certificates FCCI, CCIR, CCIA, CCS, CCIM, and an additional case study write-up.
Certificate in Strategic Competitive Intelligence — CSCI	2	Case presentation What's in it for you as a manager? On our 3-day intense certificate program, learn about the potential benefits and costs of strategic competitive intelligence. After completing this training program, participants will be able to decide about investments and infrastructure for strategic intelligence. Return to your company with inspiration, motivation, and know-how about relevant intelligence methodologies.

FUNDAMENTAL CERTIFICATE IN COMPETITIVE INTELLIGENCE - FCCI™

PROVEN COMPETITIVE INTELLIGENCE BASICS

This fundamental certificate program is designed for those who are new to the field of Competitive Intelligence. In this uniquely drafted workshop series, experts in the field provide training on systematic and proven competitive intelligence approaches. Candidates will be able to enhance their level of productivity and master challenging CI projects. One day of the program is dedicated to personal efficiency — a unique workshop bringing you up to speed with the specifics of the intelligence discipline. A final case challenge day will serve as an integrating module where you have to proof your level of expertise.



THREATS

OPPORTUNITIES

Competitive / Market Intelligence Basics (ICI-1)

To position your business strategically and keep ahead of your competitors, you need to anticipate their next moves and have a clear understanding of the competitive and market situation. Strategic, corporate decisions must be based on credible intelligence. This 2-day workshop covers the fundamentals for conducting competitive intelligence research, using analytical tools, and harnessing the value of information.

Advanced Web Intelligence (OSINT - Open Source Intelligence) (ICI-4)

This workshop will provide you with an overview of the principles of research (Internet, online databases, social media), from determining the research issue to presenting the results. You will learn how to obtain focused, comprehensive, and thorough results by effectively planning and conducting secondary research.

Competence Training for Competitive / Market Intelligence Excellence (ICI-2)

To effectively leverage the theories and concepts of the intelligence discipline, personal effectiveness, professionalism, and organizational skills are key. This one-day intensive development workshop will help you to review your working practices and enhance these all-important skills and competences to support you in your day-to-day work as a CI professional.

Dynamic Communication and Elicitation Skills for Competitive / Market Intelligence Professionals (ICI-5)

A significant amount of competitive intelligence can be derived from information obtained through human intelligence (HUMINT). Get ready to learn about the many opportunities for collecting valuable information through personal interaction with company employees, competitors, and other individuals within the industry.

Competitive / Market Intelligence Reporting and Communication (ICI-3)

This workshop looks at how to successfully implement competitive intelligence reporting within your business. It will provide you with the necessary skills to define and adapt the reporting requirements depending on the intelligence user.

Fundamental Analysis Methods for Markets and Competitors (ICI-6)

Competitive intelligence analysis is a prerequisite for unlocking the value of information and data collected through competitive intelligence research. This workshop focuses on how to master a range of fundamental analysis methods and decide when to apply them.

Capstone Project „Competitive / Market Intelligence“ (ICI-7)

Are you ready to take on a competitive intelligence case challenge? Put your own CI skills and competences to the test during this practical, hands-on workshop and receive feedback on your performance. This workshop is based on an umbrella case study as a means of understanding capabilities and identifying shortfalls in performance, such as in the skill sets covered in the fundamental ICI workshops ICI-1 to ICI-6.

«THE WORKSHOPS INCORPORATE BOTH A PRACTICAL ELEMENT AS WELL AS A THEORETICAL ELEMENT. THE INTENSIVE EXCHANGING OF IDEAS WITH INSTRUCTORS AND OTHER WORKSHOP PARTICIPANTS WAS PARTICULARLY IMPORTANT TO ME.» [...] «IT IS BOTH APPROPRIATE AND IMPORTANT TO REFLECT WITH EXPERIENCED PEOPLE OUTSIDE YOUR OWN COMPANY. THE CERTIFICATE ALSO SERVES TO DEMONSTRATE YOUR EXPERTISE TO OTHER COLLEAGUES, SINCE AT THE END OF THE COURSE YOU RECEIVE A CERTIFICATE OUTLINING THE AREAS COVERED BY THE QUALIFICATION.»

PATRICK GERSTLAUER, SAP AG, GERMANY



CERTIFICATE IN COMPETITIVE INTELLIGENCE RESEARCH — CCIR

STAY AHEAD WITH ADVANCED RESEARCH TECHNIQUES

This 4-day certificate program provides practical training in advanced intelligence research methodologies. This intensive training will sharpen your skills and optimize your research processes. Your research toolkit will incorporate the latest know-how in the following fields:

Trade Show and Event Intelligence (ICI-20):

Learn how to generate intelligence from events such as trade shows. This workshop will revise the basic concepts of intelligence planning and execution, then lead you into a field exercise where your assignment will consist of extracting information from specific targets.

Social Media Research & Analysis for Competitive / Market Intelligence (ICI-25):

This workshop looks at the importance of social media research for discovering critical intelligence. You will learn how to identify valuable quantitative and qualitative patterns and signals from the digital noise, in order to capitalize on opportunities and avoid risks.

Patent and Intellectual Property Intelligence and Defense (ICI-35):

Patents are a competitive tool that require protection. This workshop looks at the legal and practical issues when researching and defending your company's intellectual property. By analyzing patent filings you will discover key information such as competitors' long-term (technology) strategies, white spots, and deceptive maneuvers.

Knowledge Management to Improve Competitive / Market Intelligence Processes (ICI-38):

Experience better decision making through a structured approach to managing knowledge and intelligence. Create a culture of collaboration and knowledge sharing within your business. Operation and maintenance of intelligence networks is the key success factor to efficient in-depth intelligence research and maintenance of CI operations.

Prerequisites:

ICI-4/ICI-5 or comparable practical experience in primary and secondary research



CERTIFICATE IN COMPETITIVE INTELLIGENCE ANALYSIS — CCIA

ANALYSIS – THE CORE OF COMPETITIVE/ MARKET INTELLIGENCE

Analysis is the crucial step in the production of intelligence – often over-looked or poorly performed. Expand your analytical mind on this exciting and challenging 4-day certificate program. You will learn how to use state-of-the-art analysis tools and techniques to convert information and data into insight and knowledge, i.e. intelligence. Learn to avoid analysis traps and set up processes to ensure high-quality results.

Prerequisites:

Participants should have experience with basic analytical methods, as taught in the ICI's Fundamental Analysis Workshop (ICI-6).

Strategic Foresight Through Scenario Mapping (ICI-22):

This workshop looks in depth at fundamental theoretical and practical tools for applying comprehensive scenario techniques. It is hence an effective approach for developing alternative views of potential market and competitive situations. Mastering scenarios will help you to outmaneuver competitors by developing superior business strategies.

Intelligence Mind Traps and Cognitive Biases (ICI-26):

This workshop looks at the common pitfalls and mistakes that are to be avoided for information collection, intelligence analysis, reporting, and decision making. It will provide you with the tools and techniques to take precautionary measures, avoid mistakes, and obtain reliable competitive intelligence. The ultimate goal of this workshop is that your intelligence analysis results will not be negatively influenced by misinformation, cognitive perception, and bias.

Financial Analysis Fundamentals for Competitive / Market Intelligence Professionals (ICI-28):

Financial analysis is the key to processing and interpreting financial reports as well as other assessments of company viability and company operations. You will learn how to use tools and techniques to interpret, analyze, and evaluate balance sheets, profit & loss statements, and cash flow statements of competitors — a discipline sometimes referred to as forensic financial analysis.

Strategic Foresight with Early Warning Systems (ICI-32):

The timely identification of potential risks and opportunities can be crucial to business success, and in some cases — survival. This workshop covers all the essentials of early detection and warning systems, enabling you to design and implement a suitable system within your organization.

CERTIFICATE IN COMPETITIVE INTELLIGENCE MANAGEMENT — CCIM

Design and Operation of In-house CI Centers (ICI-24):

An in-house competitive intelligence center operates as a hub for the collection, analysis, and distribution of competitive intelligence. It is the nerve center of any dynamic company. Learn how to establish a successful CI center within your business. From the needs assessment to designing deliverables, all aspects of an in-house CI center will be addressed. Once established, you will effectively manage competitive intelligence, supporting real-time decision making and enhancing your company's competitiveness.

Counter Intelligence Essentials (ICI-34):

Information is a valuable company asset, and in times of fierce competition businesses need to protect against corporate espionage and other forms of information leakage. This workshop looks at the different forms of threat. You will learn how to implement counter intelligence processes by collecting information and conducting counter intelligence activities.

Competitive Technology Intelligence (CTI) (ICI-27):

Sound competitive technical intelligence enables companies to identify where technology can deliver a competitive advantage in areas such as marketing, product design, and R&D. The Competitive Technical Intelligence workshop looks at how to monitor the technical environment, identify technological developments, assess the potential of new technologies, and analyze their effect upon the business, customers, and competitors.

Ethical Information Warfare (ICI-36):

Information warfare is a strategic approach to communication involving the development of ideas and opinions in order to change behavior within the market environment. The identification and analysis of information can be used to gain an edge over the competition through the formation of opinions that influence customers, suppliers, and industry experts. You will learn about the various models, strategies, and tactics and how to apply them ethically in order to gain competitive advantage.

CONVERT INFORMATION INTO APPLICABLE KNOWLEDGE

This 5-day program provides practical training about setting up and maintaining the infrastructure of competitive intelligence units and competitive intelligence processes. Further to active competitive intelligence operations, company defense mechanisms are addressed through the concepts of counter intelligence and information warfare. The Competitive Technical Intelligence workshop focuses upon technology-oriented product and service management. Finally participants will be trained to excel in the facilitation of creative and critical thinking methodologies – a must for any successful Intelligence Management function.

Critical Thinking and Creative Problem Solving (ICI-37):

In ever-changing and fierce competitive environments, critical thinking is key to out-maneuvering the competition, improving the quality of intelligence analysis, and injecting creativity into problem-solving processes. This workshop will provide you with the necessary professional skills and techniques for generating and testing hypotheses, structuring problems, generating ideas, and thinking out of the box.

Prerequisites:

Participants should have a fair understanding and operational experience of basic intelligence operations as taught on the FCCI program. Participants should be extremely familiar with personal effectiveness topics and personal creativity methods as taught in the workshop ICI-2.

CERTIFICATE IN COMPETITIVE STRATEGY — CCS

SHARPEN YOUR COMPETITIVE STRATEGIC SKILLS

In this 5-day program you will learn how to analyze industries, markets and competitors, enabling you to contribute towards the development, formulation, and implementation of competitive strategies. Learn how to develop business strategies that will surprise and outmaneuver your competitors. Provide decision makers with a strategy-focused perspective on competitors and markets. Learn how to implement Business War Gaming as a strategic decision-making tool.

Analysis of Competitor Strategies (ICI-21):

In order to understand and out-manuever your competitors, you need to analyze their current and future strategies and activities. The Analysis of Competitor Strategies workshop looks at six key perspectives for analyzing your competitors, including diversification, internationalization, and strategic maneuvering.

Business War Gaming Techniques (ICI-30):

Understanding the competitive dynamics and anticipating competitor strategies and maneuvers are key to the future direction of your business. This workshop explores the different war gaming models for performing role play-based simulations of competitor behavior. Learn how to apply this approach in order to prepare your business for the future, make fundamental decisions about your business strategy, and keep ahead of the competition.

Strategic Market Analysis & Intelligence (ICI-31):

Market intelligence is essential when evaluating the market attractiveness for new products and services. In order to make fundamental decisions regarding product and service strategy, you must be able to conduct strategic market analyses and derive relevant market intelligence. This workshop will provide you with the necessary professional skills to analyze markets from various perspectives, to support strategy development, and help your business gain competitive advantage.

Development of Dynamic Corporate Strategies (ICI-33):

To remain successful in dynamic markets, businesses need to continually monitor and analyze the competitive environment and develop successful competitive strategies. Understanding your company's current position within the market, where you want it to be in the future, and what steps you must take to get there are key to effective strategy formulation. This workshop will guide you through the necessary steps and provide you with the essential skills for developing and optimizing these strategies.

Prerequisites:

Participants should have a fair understanding and operational experience of basic intelligence operations as taught on the FCCI program. They should be extremely familiar with business and competitive analysis methodologies as taught in the workshop ICI-6.

CERTIFICATE OF PROFICIENCY IN COMPETITIVE INTELLIGENCE - CPCI™

Excellence in competitive intelligence in theory and practice – this is the motto of the Institute for Competitive Intelligence. This certificate is designed to help you achieve this level of excellence, through the most comprehensive and elite competitive intelligence program in the world.

This challenging and inspiring certificate program will support you as you evolve from being a competitive intelligence beginner to a competitive intelligence professional.

The CPCI comprises the following ICI certificates:

- Fundamental Certificate in Competitive Intelligence – FCCI™
- Certificate in Competitive Intelligence Research – CCIR
- Certificate in Competitive Intelligence Analysis – CCIA
- Certificate in Competitive Strategy – CCS
- Certificate in Competitive Intelligence Management – CCIM

As part of these modules, students are required to submit eleven assignments, pass one written exam, and one oral exam. They must also submit a supervised case study. Candidates who have attended any of the certificate programs listed above can easily upgrade to study for the CPCI certificate!





CERTIFICATE IN STRATEGIC COMPETITIVE INTELLIGENCE FOR MANAGERS

Deciding Where and When CI Will Make a Difference

Our 3-day intensive certificate in strategic competitive intelligence was designed for managers and decision makers who decide upon when and where the company will invest in intelligence, as well as those who are at the receiving end of intelligence generation. After completing this training program, participants will have a fundamental understanding of the costs, benefits, and organizational issues associated with efficient CI operations.

Agenda Highlights

- What to expect from strategic competitive intelligence: myths and reality.
- Ethics in intelligence generation: creating a guideline for the ethical collection and processing of competitive information.
- Tools and techniques for strategic minds: war gaming, benchmarking, scenarios, risk analysis, competitor strategies analysis, battle cards, and strategic market intelligence.
- How to get your CI team up and running: CI processes and infrastructure.
- How to deal with the bad guys: information warfare and counter intelligence.
- How to improve your competitive intelligence: creative and critical thinking.
- Outmaneuver, outsmart, and outwit your competitors: development of dynamic competitive strategies.

Participants work together in small teams on assignments during the day and also in the evenings. The mandatory pre-workshop dinner provides the setting for the initial briefing on the training program and gives all the course participants the opportunity to get to know each other.

Prerequisite

Attendees should hold at least a middle management position and/or have P&L responsibility.

FACULTY

Our lecturers are practitioners and leading experts in their fields. They convey proven Competitive Intelligence methods and the corresponding implementation know-how. Knowledge that will make you indispensable to your business.



“THE WORKSHOPS WE ATTENDED WERE VERY GOOD. THE BEST PART WERE THE ASSIGNMENTS YOU CHOSE FROM REAL EXAMPLES OR USE CASES, THIS HELPED IN UNDERSTANDING THE CONCEPTS BETTER. ALSO WE COULD RELATE THEM TO OUR DAY-TO-DAY ACTIVITIES.”

RUTURAJ KALAGATE, ATOS, INDIA

PARTIAL LISTING OF PARTICIPANTS' COMPANIES

Accedo Communication	Deloitte & Touche	Jeppesen	Ravensbourne Consulting
Acconia	Deutsche Messe	Jannssen-Cilag	Reed Exhibitions
Actelion	Deutsche Post World Net Business Consulting	Kemin Health	Rennes International School of Business
Aesculap	DATEV	KnowledgeAgent	RTI International
Akzo Nobel Industrial Chemicals	Digimind	Kline & Company	Sick
Alcatel Lucent	Diakonisches Werk	KWS SAAT AG	Siemens
Allianz	Eastman Chemical Company	Kärcher	Sika
Allied Vision Technologies	Evonik Degusa	KION Material Holding	S-Refit
Altana Pharma	Eckart	Klüber Lubrication	Schroders
Andalusian Innovation and Development Agency	E.ON Ruhrgas	Kolbenschmidt Pierburg	SCHUFA Holding
Annalise Market Intelligence	E Wie Einfach	KSB AG	Standard Bank
AMI	Ecclesiastical Insurance Office	Lanxess	SV Versicherungen
AMGEN	Eurex Frankfurt	Lockheed Martin Space Systems Company	SWL BKK
Arvato Systems	EADS	Lurgi	Sandoz
Astra Zeneca	ElsagDatamat	LifeLabs Medical Laboratory Services	Sankyo-Pharma
Atos Worldline	Essilor International	Lilly France	Seven Trent Water
Audi	Evonik Industries	Leibniz-Institut für Polymerforschung	Shell Global Solutions
Axpo Vertrieb	Exonhit Therapeutics	Lohstroh Marketing	Statoil
B.A.D.	Ericsson India Global Services	LexisNexis	Sanofi-Aventis
BASF	Etihad Etisalat – Mobily	Limagrain Service Holding	Schering
Bayer	Egypt Foreign Trade Training Centre	Mahle International	Smiths Medical
BBT Termotechnik	ELM	MAC Carpet	Solvay Pharmaceuticals
BBE Retail Experts	Ernst & Young	McDonalds	St. Jude Medica
Belron International	Esmerk	MAN Truck & Bus AG	Sri Lanka Telekom PLC
BDO Stoy Hayward	Feurecia	MANN&HUMMEL	sunrise TDC
BIOTRONIK	Feinguß Blank	Maschinenfabrik Reinhausen	Swisscom
BMW	Festo AG	MB-Technology	Suez Cement
Boeing	Fischerwerke GmbH	MIV Metalska Industrija Varazdin	Salama Fikira
Boehringer Ingelheim	Fuchs Petrolub	MTU	Saltigo
Böllhoff Verbindungstechnik	Fresenius	MYLLYKOSKI SALES	Serco
Bosch Rexroth	Fujitsu Siemens Computers	Medtronic	Spiegel Institut Mannheim
Bosch Solar Energy	Fink Secure Communication	Merck	Steinbeis
Brose Fahrzeugteile	FIZ Karlsruhe	Merz Pharma	SVP
Brunnenverwaltung König	Fraunhofer Gesellschaft (IFF)	Mobilkom Austria	TMD Friction Services
BSRIA	Georg Fischer Automotive	Mobily	Ticona
BYK Chemie	Germanischer Lloyd	Motorola Solutions	Tronox Pigments Services
Baker Hughes	GrenkeLeasing	mBrain	Tecan Trading
CAI/SISCO	GEA	MAFCO Business Intelligence	The National Gas Company of Trinidad and Tobago
Capgemini	General Dynamics	Mager & Partner	Testo
Carglass BeLux	Glen Dimplex	MANFRED FINK Security Consulting	Tognum
Carlsberg Breweries	GN Resound	Market Vision	Topcon Europe Positioning
Carl Zeiss	GRUNDFOS Management A/S	Mary Kay	TRILUX
CAT – Cambridge Antibody Technology	Galderma	Medical relations	TeleAtlas Deutschland
Caterpillar Paving Products	Gruenthal	Metro AG	T-Systems Enterprise Services
Centocor	Guerbet	Ministry of Industry and Trade (CZ)	The Sustainable Synergies Group
CESAR	GE	Neugart	Therensis Associates
CGG Veritas	German Armed Forces	Nestlé Nutrition	TJ Research Associates
Charles University	Gemalto	Nestlé SA	TNS Infratest Holding
Cheers Interactive India	Gas Natural Fenosa	Northrop Grumman	Transylvania Investigations Service
Cheminova	Hypercom	N.V. Bekaert	TÜV Nord
Chiesi Farmaceutici	Haselmeier	Nycomed	Unilever
Ciba Lampertheim	Hella	Novartis Pharma	UBS AG
CID Consulting	Halcrow Group	Nagravision	Union Asset Management Holding
cki.kommunikationsmanagement	Henkel	NetApp	Uhlmann Pac-Systeme
CMC Markets	Humana	OEKB	Umicore
Collcon	Harley Davidson	OMRON Europe	Unison Resource Group
Commerzbank	Hauni Maschinenbau	Oracle	Universitas Negeri Manado
Complexium	Heidelberger Druckmaschinen	Orga Systems	Universität Paderborn
Continental	HIMA Paul Hildebrandt	Purac	University of Teesside
Control Risks	Hundmann Advanced Materials	Philip Morris	USTV University Sud Toulon Var
Croatian Institute of Technology	H. Lundbeck	Petrobras	Valeo Service
CTcon	Haupt Pharma	Panasonic	VR-LEASING
C. deus consulting	HP Enterprise Services	Parker Hannifin	Vaillant
DaimlerChrysler	Halcrow Group	Philips International	Viessmann Werke
Degussa	Heraeus Materials Technology	Phoenix Solar	Voestalpine Stahl
DuPont	Hermes & Friends	Pari	Voith
Doosan Babcock Energy	Horváth & Partner	Pfizer Pharma	VonRoll
Danone	Helsinki Metropolia University	Phadia	ViaSys Healthcare
DSM NBD	Infineum UK	Project Management Institute	vip mobile
Deutsche Bank	Imperial Tobacco	PTS München	Vodafone
Deutsche Börse Systems	IKK Sachsen-Anhalt	Renault	Vector Informatik
Dow Jones / STOXX	IMI Norgren	Robert Bosch	Wacker Specialities
Dresdner Bank	IHS Global	REpower Systems	Wintershall
Dachser	Infoline	RWE	Wallenius Wilhelmsen Logistics
Lufthansa	Innofact	Research in Motion UK	Wienerberger
DFS Deutsche Flugsicherung	Intelligit	Rheinmetall Waffe Munition	Wittenstein
Dassault Systems	Interbrand Zintzmeyer & Lux	Rijk Zwaan Welver	W.L. Gore
Dolmar	IB International Baccalaureate	Rittal	WellPoint
Doncasters Group	Intrum Justitia	Rockwell Automation	World Intellectual Property Organization
Dräger Safety	IRN Research	Rohde & Schwarz	White & Case
Depomed	I.C.O.C.I.	Rolls Royce	Wipro
Diakonisches Werk	I.S.I.S.	Ratiopharm	Xaar PLC
DSM Pharmaceutical Products	Instituto Tecnológico del Calzado y Conexas	Roche	ZF Trading
Deutsche Telekom	JohnsonDiversey	Randstad	
Debio Recherche Pharmaceutique	Julius Bär Investment		

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