



Improving your life, decision-making and the competitiveness of your business

CI NEEDS

Purpose

1. To identify your needs for Competitive Intelligence (CI)
2. To obtain ideas and suggestions on how to best develop an intelligence capability for the company.

INTELLIGENCE NEEDS: YOUR KEY INTELLIGENCE TOPICS /QUESTIONS (KITS/KIQS)

There are three types of intelligence topics and/or questions. Below is a guide to some of the issues that are addressed in each area.

A. Business Decisions and Strategic/Tactical Topics

- What decisions and/or actions will you/your team be facing in the next ____ months, where CI would make a significant difference?
- Planned/future decisions or actions
- Strategic plans and related actions
- Strategy implementation
- How will you use that CI?
- When will it be needed?

B. Early Warning Topics

- Begin by identifying/discussing a past “surprise” in your industry, business or company.
- Identify several potential surprise topics that you do not want to be surprised by. (e.g.new competitors, technology introductions, alliances & acquisitions, regulatory changes)
- Concerns about: company; industry; government; etc.
- Competitors: Their actions and intent

C. Player Topics: Competitors, Customers, Suppliers, Regulators, etc.

- Which players are you most concerned about?
- What types of information and intelligence do you need?
- What uses would you make of such intelligence?

INTELLIGENCE CAPABILITIES AND USES

- What experience/familiarity do you have with intelligence?
- What types of intelligence do you currently receive?
- What intelligence capabilities does your organisation have?
- Will your organisation conduct intelligence operations to help other divisions?
- Any barriers to sharing?
- What types of intelligence products would you like to receive? (e.g. field reports, analytical alerts, competitor and competitor product assessments, intelligence briefings)
- How should the company’s intelligence system be organised?
- How will you evaluate the intelligence that you receive?