

Competitive Intelligence

*It's not only relevant, but truly **essential***

Decision making *“for better, for worse, for richer, for poorer, in sickness or in health”*

The results of our decisions may bring satisfaction or considerable pain.

“Given the time-constraints and the pressures we are under, I think we are doing a pretty good job of running the company”. (COMPLACENCY RULES; circa 2007)

There are times when most of us have to make decisions with an incomplete picture:

Is that true of you?

In your case, is this ‘the exception’ or is it becoming ‘the rule’?

Decisions that are made on a *“what we understand to be true”* basis, may help salve our conscience, but may do little good for the long-term success of our business. Better to have a good conscience and get-it-right!

Generally speaking decision makers must answer only a small set of vital questions: -

1. What exactly is the current situation?
2. Where do we need to be?
3. How do we get from ‘here’ to ‘there’?
4. What are all our options?
5. How do we measure the results?

In order to make better decisions the first-time, there is a stark need for *effective analysis* and *intelligence*. According to industry veteran Ben Gilad, ‘the information arriving at top managers is invariably biased, subjective, filtered and/or late’!

What can be done to change this reality?

Some companies have restructured their information processes and created internally managed competitive intelligence programs, with dedicated analyst staff members. Others rely on the skills sets of existing senior sales & marketing managers and traditional company processes. Still others consult with external companies in order to help streamline their intelligence gathering efforts. Whatever method is right for your company, you do need to receive relevant, perceptive and timely intelligence that above all else, is actionable!

Beating the competitors may not sound like an honorable goal, but in many cases it is essential.

CI analysts help you reduce the volume, control the rate and assure the quality of the intelligence you receive. This depth of insight provides for clarity of thinking and the provision of compelling actionable recommendations.

Such vital services help ensure you remain competitive and provide early warning of market changes.

That’s how we help you make *right* decisions at the *right* time.