



Competitive Business Intelligence – Workshops

Introduction

Achieving competitive advantage involves getting accurate information at the right time and exploiting it more effectively than one's competitors. We believe the best way to gain and maintain a competitive advantage is to have a constant flow of reliable and actionable information about one's competitors as well as one's own organization.

The common business paradigm equates this information with complex documents-based software applications. In reality, the most up-to-date and valuable information (or intelligence) is possessed by individuals and is not documented. To achieve optimal competitiveness levels, it is necessary to create a reliable permanent process to collect and evaluate this undocumented human-based business intelligence.

Our workshops will train your key people on the basics of human-based CBI. Our Think Intelligence™ methodologies, together with the Roda & Registro™ methods of improving oral and written communications across your organization, will help you create the first layer of a 'Human Intelligence Identification System' which will immediately start providing you with valuable competitive intelligence.

Workshop Objectives:

- To understand how an effective human network can help you achieve greater competitiveness
- To create an awareness of how your key personnel can use a 'common corporate intelligence language' to improve competitiveness and effectively mine your organization's undocumented 'human databases'
- To better recognize and manage your business opportunities
- To understand how you can sensitively, ethically and legally extract information from individuals both inside and outside your organization
- To recognize the value of information held by others, and to be aware of potential and actual leaks of your valuable sensitive information

Workshop Structure:

One full day

Based on two training processes:

- Top Down – Based on The Think Intelligence™ methodology
 - Introduction to Intelligence
 - Building effective human networks
 - The intelligence process: Gathering, Analyzing, Drawing Conclusions and Reporting
 - Introduction to conducting effective meetings
 - Human Intelligence (HUMINT) tools
 - Integration with documents-based business intelligence tools



- Bottom Up – Based on the Roda & Registro™ methodology
 - Introduction to Roda – Understanding and improving your organization’s oral communications and relating them to your business objectives
 - Introduction to Registro - Understanding and improving your organization’s written communication processes
 - Introduction to subjectivity - Improving your oral and written communications efficiency
 - Roda & Registro simulations
- Typical Workshop Resources
 - HUMINT Solutions:
 - HUMINT / CBI expert
 - Roda & Registro expert
 - Client:
 - 6-12 participants
 - Location – We recommend that the workshops be done off-site
 - Pricing is based either of the following:
 - Set price per participant (Minimum 5 people)
 - Set price per day (Maximum 12 people)

For further information about our methodologies please visit our websites:

Think Intelligence™ - www.humints.com

Roda & Registro™ - www.rodaregistro.com