

Competitive Intelligence

Competitive Intelligence can best be described as the process of learning all about your competitors. The value of competitive intelligence is much like the value of insurance; you miss it most when you are without it. Even if you are the best in your business (or the only one in your business), competitive intelligence is what you need to keep you there. If you are the new kid on the block, competitive intelligence is a valuable tool for getting ahead.

Keep in mind that competitive intelligence is conducted through legal and ethical means. This distinction separates it from corporate espionage which is neither ethical nor legal.

Does your organization have the necessary skills to conduct competitive intelligence? Use this diagnostic to determine your strengths and weaknesses.

Instructions

For each of the following statements, indicate the degree to which you disagree or agree, by clicking the appropriate radio buttons. It is very important that you carefully consider each statement and base your response on how things actually are, not how you would like them to be. If you are unsure about any statements, or if you feel they do not apply to your organization, leave them blank.

Competitive Intelligence

Important: Your company may not have an office or person responsible for competitive intelligence. If this is the case, respond to the statements using your organization's planning team or Chief Information Officer as the office responsible for competitive intelligence.

Legend

- 1 Disagree
- 2 Somewhat Disagree
- 3 Neutral or does not apply
- 4 Somewhat Agree
- 5 Agree

| A- Do you have competitive intelligence potential? | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| 1. Our team is capable of making effective use of a library. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Our organization has access to a business library. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Our team knows how to search for articles in journals and newspapers. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Our team is familiar with on-line information services (including the World Wide Web). | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Our team is familiar with commercial information services. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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|---|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|
| 6. Our team has a financial background (or training in finances). | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Our team has a marketing background (or training in marketing). | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Our team has a management background (or training in management). | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Our team has excellent interviewing skills. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Our team is insightful. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Our team is creative. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Our team is persistent. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Our team is very familiar with our industry. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Our organization subscribes / reads general business publications. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Our organization subscribes / reads publications specific to our industry. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Our organization subscribes / reads publications specific to our clients? industry. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Our team members belong to professional organizations within our industry. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Our team members attend industry trade shows and conventions. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

B- Are you using competitive intelligence?

1 2 3 4 5

- | | | | | | |
|--|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|
| 1. We read the papers to see if there are any stories or press releases about our competitors. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. We check the employment section of the paper to see if our competitors are hiring. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. We check the papers to see if there are any stories about our competitors? clients and suppliers. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. We seek out and examine our competitors? advertising material. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. We have visited our competitors? place of business in order to observe their work place. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. We have purchased the services of our competitors. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |