

# DOWNLOAD PDF USING COMPETITIVE INTELLIGENCE TO ADVANCE YOUR CAREER

## Chapter 1 : 5 Reasons Improved Self-Awareness Can Make You a Success

*Using Competitive Intelligence to Advance Your Career [Robert Pannone] on racedaydvl.com \*FREE\* shipping on qualifying offers. This is the first book to guide job seekers through the maze of intelligence resources to produce the single most effective document for finding a new position -- the Proposal for Employment.*

Business intelligence involves the company defining measures of success or metrics that reflect how successfully the business is carrying out its financial goals. Cash flow and debt levels are two very common business intelligence measures. Associated with the business intelligence process is the construction of internal databases and scorecards that track the daily—and in some cases, hourly—progression of how the business is meeting financial measures, quality standards, early identification of customer problems, and fraud and theft prevention. Military intelligence excels at several key areas where business can learn and benefit. The second area where military intelligence excels is that a military intelligence report gives the entire organization the same relative perspective on what the threat is, what the threat is working on, and what the threat plans to do. Ask any of the top ten or so executives in a company what their top three threats are and you may get a similar top threat from everyone. However, the remaining threats will be scattered and different. In order for a business to effectively plan and act against the competition, everyone needs to know what the same top threats are. Advertisement The third area military intelligence excels in is systematically and widely disseminating inside the organization with a focus toward action. How many businesses give the same reports on the competition to the same groups in a regular fashion? When was the last time that sales, marketing, logistics, and customer service all had the same report at the same time and in the same format on their primary competitive threats? The intelligence process is about understanding, but it is above all about using the understanding to take action so you not only mitigate the competition but become more successful with customers. The combination of the military intelligence process looking at external threats combined with the existing business intelligence process looking at key internal success measures is a powerful combination. Advertisement The best way to start is to begin a weekly survey of four to six questions to company personnel who regularly encounter the competition and its customers. This process gives everyone in the organization the same view of what is happening and builds a news database on the competition. A highly ethical focus and a thorough legal review before you begin must be your guideposts as you implement this process. Advertisement It is vital that, as you collect information on the competition, you follow the path of good business ethics and complete adherence to the law. The competitive intelligence process must never take any action that would embarrass the company. The key to building a competitive intelligence process is to start small, build success and consensus, and then expand the process. The use of systematic surveys and analysis of public news items make good business sense. A military veteran who can create a systematic competitive intelligence process at their business will become a standout and reach the ears of the highest ranks of the company. Simply put, because no one else is doing it. When you do well what no one else in business does, you are a champion.

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## Chapter 2 : 50 Competitive Intelligence analysis techniques

*The use of the newspaper headline test is primary for competitive intelligence activities: If you would not want your company's activities on the 1st page of every newspaper in the country, then.*

Tap here to turn on desktop notifications to get the news sent straight to you. This has led my clients to land opportunities within the financial services, pharmaceutical, and retail sectors in record times--many in less than 90 days. In the case of job candidates, it all begins by framing an efficient analysis. To speed up this step, I have created The Winning Benchmarking Matrix TM to help professionals prioritize relevant data, enabling them to quickly put these findings to use as part of their overarching job-hunt campaign. Critically think through the job description. Apply critical-thinking skills to uncover overarching themes. See my sample job description for a job in the pharmaceutical sector, which happens to be a top spender in CI resources. I will use this job to illustrate drawing the right conclusions based on what hiring managers really want. I color coded lines in the job description to show what informed my assessment of the five key areas job candidates represented. Blue lines support the need for exhibiting strong financial analytical skills. Purple lines call for compelling negotiation skills. Yellow lines show the need for cross-functional work. Green ones call for swift critical-thinking skills. Find professionals on LinkedIn who have been evaluated with the same interview frameworks, and ideally by people you will be meeting. This is where your CI sleuthing skills come into play. Find current or former AbbVie employees on LinkedIn who worked on licensing assignments. AbbVie used to be called Abbott. Evaluate the right people. The greatest challenge will be finding licensing-assignment professionals with meaty LinkedIn profiles. The folks who popped up had meager LinkedIn profiles, so I considered senior professionals over senior managers. Specifically, I searched LinkedIn using the words "licensing" and "Abbott. I chose "Director Molecular" because he could end up being my boss, or at the latest a cross-functional partner. Also, his qualifications read straight out of the job description, from his international experience to his extensive negotiations experience. I also opted to review the "Director Medical Devices" because his powerhouse analytical skills were what I can aspire to bring to the table. I then reviewed their experience sections. I listed evidence I found based on former jobs that tied back to the five job requirements noted earlier. Do the same exercise for each of the five key requirements and include information for both directors as well as your own. Once you have completed your own The Winning Benchmarking Matrix TM , you should have a strong sense of what you bring to the table. Some ways to use the resultant data include: Incorporating the five key job requirements within your marketing materials. Crafting interview-ready stories that address each point. Peppering relevant examples from your matrix into your elevator pitch. As an aside, this assignment will also help you see where you fall short. I spend 75 percent of my career-coaching sessions with clients on this area. Together, we figure out ways to strategically mitigate the skills or experiences that can delay the interview process, stifle it, or make it nonexistent.

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## Chapter 3 : Competitive Intelligence Definition | Investopedia

*Professionals look to their association's career centers to find targeted positions that help them advance their careers. Let Strategic and Competitive Intelligence Professionals help you reach your recruitment goals and find the qualified talent your organization needs.*

As you can imagine, this is very important to your career. In fact, according to Psych Central, for most people, EQ is more important than intelligence when it comes to being successful both personally and professionally. Ask yourself these four questions to employ EQ during your next promotion opportunity. Are you in the right state of mind to change roles? Anger is easily read and one of the five stages of grief. Finding what you are passionate about is very important. However, instead of seeking a position outside of your current company, out of anger, put your whole self into your present position. Take a few days to cool off, let go of any loose ends from your previous let down and reassess what you really want out of your role. This is your chance to start fresh in your current position, and potentially gain a new daily routine that you want. Be conscious of the five stages of grief, which are denial, anger, bargaining, depression and acceptance, which could prevent you from moving out of your current role and into the next one. What kind of worker are you? Once your mind is in the right place, assess what type of worker you are. Remember, leading a team is different than leading yourself. Whatever your answers may be to both questions, keep them in mind during your internal career assessment to discover the type of environment where you would be happiest. According to Forbes, 87 percent of workers worldwide are emotionally disconnected from their workplaces and actively unproductive. Speak with your current supervisor about your pits and your peaks. That is your chance to voice how you are feeling in your present-day role. In order to fulfill what you want to do, having an open line of communication with your manager is key. Can you express EQ in your current or future role? In your next review, give an example of a successful project you worked on with one or several other team members and how you achieved that success by working together. Are you ready to accept challenges? Those with strong EQ are willing to spearhead big projects or untouched territories. If you easily can answer all these questions with confidence, congratulations! Your EQ is right on track and ready to present during promotion time. You may also like:

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## Chapter 4 : Our Course Modules – Academy of Competitive Intelligence

*The term "business intelligence," or BI, has been around for several years and is commonly used by businesses. Business intelligence involves the company defining measures of success or metrics that reflect how successfully the business is carrying out its financial goals.*

Developing certain soft skills can ensure that your career will continue to progress in changing times. Self-awareness is one of those key skills. Here are a few ways that deepening and enriching your self-awareness encourages success: And, it also helps you to see your strengths. Developing a deeper understanding of both could do wonders for your career. You can use your strengths to develop your weaknesses. For example, you can lean on your awesome communication skills to help you improve your relationships with difficult clients. Or, you can rely upon your positivity and hard-working attitude to help you wade your way through learning a new and difficult skill. Research has linked it with success Research has found a real connection between emotional intelligence, career advancement and earnings. One study, from TalentSmart, even found that it was the single best predictor of performance. They found that 90 percent of top performers have high emotional intelligence. This is because the skills associated with this kind of intelligence, like self-awareness, are critical in so many ways. It creates the foundation from which you act and react throughout the day. So, if you want to get ahead at work, focusing on developing these skills is a great place to start. Think about a toddler who is overtired after a long morning. This skill can continue to deepen over time. As it does, your ability to self-regulate will improve, too. That makes for better teamwork and better results. And that could be good for everyone and for business in general. Authenticity can benefit your career in several ways. That will almost certainly lead to some pretty awesome professional gains. Tell Us What You Think Do you think that developing your self-awareness could help you get ahead at work? We want to hear from you! Leave a comment or join the discussion on Twitter.

## Chapter 5 : Why You Should Get ACI Certified – Academy of Competitive Intelligence

*An underlying theme revolved around the use of Emotional Intelligence in increasing your leadership techniques and advancing your career. Here are a few additional articles regarding how Emotional Intelligence can impact your IT career and IT leadership path.*

Some savvy and perfectly legal snooping—otherwise known as competitive intelligence—can drive your strategy, soothe your fears about the future, and give your company a competitive edge. In the pages that follow, we will show you how to mount an operation and wring key data points from reluctant sources. Mikal Lewis has an M. But the way the Seattle entrepreneur sees it, the most valuable business training he ever received was a two-week course he took at the Academy of Competitive Intelligence in Cambridge, Massachusetts, in It was there that Ben Gilad, a former intelligence officer with the Israeli police force, taught Lewis how to use spy tactics to help him get and keep a competitive edge. The company was broadcasting more and more positive messages about its new product. So he and his partners quickly put together a limited version of their software and released it to get the Qworky name out first. Competitive intelligence uses many of the same techniques as market research but deploys them to answer highly targeted and specific questions, rather than to gain insight into broad market trends. More people do competitive intelligence than you might think. In a competitive marketplace, up-to-date information can make the difference between keeping pace, getting ahead, or being left behind. No one can be totally stealthy, after all. All corporate maneuvers leave a trail. It is simply a matter of knowing where to look. In some cases, entrepreneurs have used intelligence-gathering tactics to learn what is really going on at their own companies, with startling results. Hedge funds and large corporations regularly contract out competitive intelligence work, often paying top dollar to the private investigators and former intelligence agents who ply the trade. But there are plenty of ways to perform competitive intelligence on a budget. What Do You Want to Know? This seems like an obvious question, but a sharp focus is essential to any successful intelligence-gathering effort. The goal of your intelligence operation will be to gather information to help address that one matter. Careful monitoring of large companies, for example, could give you a jump on subcontracting opportunities. Some operations, such as gathering data in advance of a key strategic decision, will require you to set hard deadlines. Others, like identifying emerging competitive threats, can become ongoing and incorporated into day-to-day operations. In either case, never lose sight of your goal. Fortunately for entrepreneurs, part of that network already is in place—the employees. Salespeople, for example, talk to customers, who talk to competitors. Human resources staff members interview job candidates, who work or may have worked for rival firms. Purchasers talk to suppliers, who know who is demanding what and when it is needed. So get the whole company involved. Interview every employee about his or her knowledge or expertise, says Ken Garrison, CEO of Strategic and Competitive Intelligence Professionals, a professional organization. Find out where employees used to work, what kind of data they use to do their job, whom they work with outside the company. As they begin to ask questions and report back, keep track of what they say in a centralized place—a wiki or a database. Each independent information source can help complete a larger picture. Even a receptionist can be an intelligence asset. Should they start chatting about anything that seems germane—negotiating strategy, the possibility of a discount—the receptionist transcribes their conversation and sends it to her colleagues before the meeting starts. Develop a list of outsiders who are positioned to know what your competitors are up to—such as consultants, headhunters, members of the trade press, suppliers, and customers. Keep in mind that members of this group can just as easily inform on you as they can dish on your competition. The best way to keep outsiders talking without tipping your hand about what exactly you are after is to look for opportunities to speak with them during the normal course of their business. When you interview consultants, ask them to share examples of their work. With a little guidance and skill see "Make Them Talk" , you may be surprised at how easy it is to get people talking. Consultants, for example, often are focused more on chasing

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your business than on determining your hidden agenda. Indeed, people volunteer information most readily when they are talking in their self-interest. A rival company may release a lot of useful information on its website. Press releases announcing new hires, for example, can indicate what type of talent the company is hiring. There are many free and subscription-based databases with information about private and public companies that can provide even more data. Leonard Fuld, co-founder of the Academy of Competitive Intelligence, keeps a list of more than such sources in his Internet Intelligence Index on his website, at fuld. If the target of your inquiries has government contracts, you can obtain related documents by filing a Freedom of Information Act request, which mandates the disclosure of unclassified government paperwork. Private investigator DeGenaro works with a psychologist to develop profiles of the people he investigates. He will examine the decisions they have made, for instance, to determine how decisive or methodical they are. This can help you gauge how likely they are to make a particular move. If public sources of data do not yield enough, the next step is to approach a target directly—either yourself or through a proxy. Gradoni, a private investigator in Houston, often performs this role on behalf of clients. I call those people as well. Gradoni called Space Place and began asking about storage rates. Rather than answering this question, the manager suggested that he try another facility instead. It turned out that the owner of the rival firm was paying the manager to send customers his way. That is to be expected. So think of the operation as a science experiment. Garrison, of Strategic and Competitive Intelligence Professionals, recommends comparative analysis. Hypothesize several possible outcomes to the original question. List the various data points you have collected underneath the hypothesis each one supports. Continue doing this as the operation continues. After a while, the data should start stacking up under one hypothesis, pointing toward the answer. The nightmare scenarios that you started with, all those unknown dangers and questions, can be turned into a few realistic threats for which you can prepare. Consider the Consequences of Getting Caught Nothing we have suggested is illegal. Here is a cautionary tale about a Toledo-based importer named Gary Marck. For a look at what goes into such an operation, see "Garbology His private investigator, David Richter, allegedly paid a garbage collector in West Chester, Pennsylvania, where CDI International, a beverageware reseller, had its offices. After each trash pickup, the garbage collector handed over the bags to Richter, who would sort through the refuse in search of internal memos and ledgers. But something happened that neither Marck nor Richter had prepared for: Richter declined to comment. But this time, Edelstein hired his own detective to tail the collector. Edelstein filed a suit for misappropriation of trade secrets against Marck and his company. Marck protested his innocence in his own suit against Edelstein; both suits were eventually dropped. But Edelstein still got revenge—at lunches with customers. Chats with those same customers—the ones with whom he had casually joked about Marck—yielded all sorts of useful information.

### Chapter 6 : 4 Ways to Advance Your Career with Emotional Intelligence

*It is proven that it is not your intelligence or even knowledge of your subject matter area that defines your career growth. It is something else that career advisers call "emotional intelligence".*

### Chapter 7 : Careers - Cambridge Intelligence

*As such, it is your responsibility to discover your special gifts, attributes and capabilities that can give you a competitive edge and the greatest probability to have a flourishing career.*

### Chapter 8 : Principles of Military Intelligence to Advance Your Career Success - OpsLens

*Your emotional intelligence is just as important as your expertise. In many cases, especially if you're looking at a management or leadership position, having good soft skills (e.g., strong communicator, insightful, positive) can give you*

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*the competitive advantage if you're competing for a job or looking for your next project or promotion.*

## Chapter 9 : Intelligence | American Military University

*Use competitive intelligence differently. Companies must utilize the intelligence team specifically for insight management, not as an information search-and-distribute function.*