



Competitive Intelligence Online Program

Developing Actionable Insights to Navigate Through a Pandemic

OVERVIEW

We live in a world of uncertainty and surprises.

Think of the 1997 Asian financial crisis. Or September 11, 2001. Or the 2002 technology bubble. Or the financial crisis of 2008.

Or take the current Covid-19 pandemic. Many organizations have been blindsided by the spread of the virus that has wreaked havoc across markets, industries, and businesses. This situation presents either a threat or an opportunity. But it requires a keen perspective to navigate through the uncertainty, find critical information, analyze business implications & options, develop key insights, and craft winning strategies.

The fact is that most of these surprising events are actually predictable and can be anticipated.

Intelligence helps companies minimize surprises – pleasant or otherwise – so that they can remain competitive: gain market share, outmaneuver competitors, explore emerging opportunities, and avoid or mitigate potential threats.

Strategy + Capability + Intelligence = Competitiveness

The AIM School of Executive Education and Lifelong Learning (SEELL) is proud to present the Competitive Intelligence : Developing Actionable Insights to Navigate Through a Pandemic, designed to teach managers, executives, business owners, strategists, marketers, analysts and researchers about the art and science of market and competitive intelligence, particularly during these times of the Covid-19 pandemic. This is a 10-module workshop spread over 5 half-days, that combines theory and practice, using lectures, case discussions, frameworks, and real-world application. At the end of this course, attendees should be able to define, organize, implement, and produce actionable insights or intelligence for their organizations

PROGRAM OBJECTIVES

To provide insights in support of:

- CEO: develop & implement the best course of action for the firm
- Strategy: develop & update plans for a changing and uncertain future by running scenarios and simulations; track performance, plans, strategies & capabilities of key competitors
- Marketing: maximize market share value & growth
- Business Development: identify & pursue high-potential growth opportunities
- Risk Management: identify & avoid threats of all kind in the business and macro-economic environment
- Operations: benchmark performance against competitors
- Sales: craft superior product positioning strategies against other brands



PROGRAM SCHEDULE

TBA

8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online with live virtual interactive sessions via Zoom

PROGRAM FEE

PHP 20,000.00

YOUR PROGRAM FACULTY



Jose Adolfo M. Mariquit
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>



WHAT YOU WILL LEARN

- Establishing the foundations and objectives of a competitive intelligence program for the organization
- Translating business objectives into intelligence tasks and requirements
- Developing critical networks of sources for data and information
- Understanding the methodology or approach for gathering information in an effective and ethical manner
- Explore analytical applications and tools to develop actionable insights

KEY BENEFITS

A systematic and ethical program for gathering, analyzing, and managing external information that can affect a company's plans, decisions, and operations.

This includes the collection and analysis of information to anticipate competitive activity, see past market disruptions and dispassionately interpret events.

It is an essential component to developing a business strategy. Intelligence analysis provides insight into marketplace dynamics and challenges in a structured, disciplined, and ethical manner using published and non-published sources.

WHO SHOULD ATTEND

Decision-Makers: those who need the actionable insights produced by the CI team or program; the ultimate customer of any intelligence program, whose strategies, plans, initiatives, and ideas must be supported by information, analysis, and knowledge. These may include CEO, COO, BU Heads, Heads of Strategy, Marketing, Sales, Business Development, Operations or Research.

Middle Managers: those who must manage the intelligence process, mobilizing resources and personnel to the tasks of collection, storage, analysis, and dissemination; also, those who may benefit from self-contained intelligence projects, like market analysis or sales intelligence. These may include VPs, Directors or Managers in Strategy, Marketing, Sales, Business Development, Operations or Research.

Knowledge Producers: those who are tasked with the implementation or execution of the intelligence process; oftentimes these are researchers, librarians, or analysts; their job is to translate executive decision-making requirements into intelligence tasks or assignments. These may include: Researchers, Analysts, Knowledge Producers, Project Managers or Librarians.





SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Your Program Faculty



Jose Adolfo M. Mariquit
Adjunct Faculty
Asian Institute of Management

Jam Mariquit has been working in the field of competitive intelligence (CI) for over 23 years, including three years in military intelligence. A pioneer of CI around the Asia Pacific region, he established the first CI knowledge process outsourcing (KPO) company in the Philippines in 2002 and has been involved in over a thousand intelligence projects worldwide. He has served global multinational companies by supplying them with critical market, industry, company, and competitive intelligence in support of business plans, expansion programs, market entry, mergers and acquisitions, and strategy development. He has worked in Hong Kong, Singapore, Jakarta, Boston, and New York. He has also trained over 10,000 Asian executives and managers in the art and science of CI. He is an expert in strategy, intelligence, scenarios, wargames, and business consulting.



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