



Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations and provide expert counsel to a number of Pharmaceutical, Healthcare, Technology and Financial Services companies.

Our strength is in teaching clients how to build their own competitive intelligence and strategy capabilities in order to anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

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# Competitive Intelligence Consulting

## *Helping You Create or Nurture a World-Class Competitive Intelligence Function.*

**IN AN EFFORT TO MAINTAIN A LEADERSHIP POSITION**, and anticipate market changes, more and more progressive companies across the globe are establishing competitive intelligence (CI) functions. Yet, after a combined 35 years in CI, our principals have observed that these initiatives often are short-lived because organizations do not nourish and support the effort. The result? CI programs that fall short of management's expectations and that fail to deliver actionable insights.

We help our clients succeed by providing expert counsel that accelerates the development of their CI capability and avoids pitfalls that can commonly befall a new intelligence initiative. Our strong track record of success is proof positive that, with Outward Insights support, it is possible to both establish a sustainable intelligence function and raise the value of an existing capability.

Building a robust competitive intelligence capability requires the correct combination of people, process, and technology, organized to satisfy your organization's unique intelligence requirements. Since companies face different competitive challenges, there is no single model for an intelligence program. Therefore, unlike traditional consultants who offer "off the shelf" CI program models, Outward Insights:

- Engages with key company stakeholders to assess their unique intelligence requirements, identify core business challenges, and understand the implications of making the wrong decisions.
- Utilizes CI best practices to recommend the intelligence collection, analysis, and dissemination procedures most likely to resonate within your organization.

### **Competitive Intelligence Consulting (continued)**

- Offers advice and guidance on intelligence program implementation, including organizational placement, staff recruiting, technology support, and performance evaluation.
- Provides counsel on intelligence program implementation, including organizational placement, staff recruiting, and required resources.

For companies seeking to enhance the decision impact and value of an existing intelligence program, our CI diagnostic services efficiently check the effectiveness of your CI capabilities and identify specific areas for upgrade. We will ensure that:

- Competitive Intelligence disseminated to key stakeholders receive is valuable, actionable and relevant.
- Your intelligence collection strategies are sound and efficient.
- You are utilizing the most advanced analytic techniques.
- Your operations are on-par or superior to other CI best practices globally - many of which we have first-hand knowledge of after a combined 35-years experience building, improving, and managing corporate CI functions.

Which service is right for you? We can tailor a consulting program that is flexible, focused on your most important needs, and that corresponds to your schedule and budget parameters. And, in many cases, all or a portion of our consulting fees can be credited to receiving assistance with implementing and managing the CI function.

To learn more about how we can help you make the concept of world-class competitive intelligence a reality in your organization, contact Outward Insights today.



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