



### **A Wealth of Experience At Your Service**

Outward Insights partners and staff are expert competitive intelligence and strategy professionals who provide the skills, tools and counsel required to help your organization achieve or maintain competitive advantage.

With over 60 years of collective experience working with clients and in previous roles at Deloitte, Accenture, SBC, The Futures Group, Regis McKenna, Inc., Fuld & Co., and the Central Intelligence Agency, they provide road-tested strategic counsel that ensures your success.

Their 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.

info@outwardinsights.com  
(888) 447-5501

# Competitive Intelligence Executive Coaching Center™

**THE COMPETITIVE INTELLIGENCE EXECUTIVE COACHING CENTER™ (CIECC)** is a unique, subscription-based, online service that provides direct and daily access to expert CI consultants, best-practices information, and on-going education. Qualified to fill the gap between generic training courses and lengthy consulting engagements, the CIECC is a cost-efficient service that helps to improve the overall quality and impact of your internal CI function.

Subscribers can choose from three options:

**Silver Level:** Our introductory subscription provides 24/7 access to a continually updated, password-protected website filled with downloadable, high-value content including: how-to guides, templates, and sample deliverables. In addition, Silver subscribers can read previously presented webinars and listen to podcasts. The net/net: the ability to learn from other CI practitioners and Outward Insights experts who make it easy to keep abreast of the latest CI techniques.

**Gold Level:** In addition to unlimited access to the CIECC website, Gold subscribers are assigned a highly educated and experienced personal CI coach, who has consulted to or led corporate CI functions across a variety of industries. The coach will provide unlimited coaching services via telephone or email including:

- Guidance, instruction, and advice on all aspects of competitive intelligence program operations
- Review of CI deliverables, work products, or outputs
- Coaching and assistance on advanced skills and techniques
- Professional instruction on how to market the CI function internally, engage executive users, and increase the value of CI
- Advice on external resources appropriate for your organization's needs (including CI research firms, training institutions, technology providers, etc.)

In addition, Gold subscribers are invited to attend the Outward Insights **CI Coaching Summit**, an annual best-practices workshop, and also gain access to subscriber-only conference calls on intelligence best practices, web-based forums, and exclusive newsletters and articles.

**Platinum Level:** In addition to all of the aforementioned features and benefits, Platinum subscribers can access a number of premium services, including:

- On-site consulting
- Executive interviews and workshops
- Customized training courses delivered on-site
- Assistance with recruiting
- Assistance developing an RFP and managing vendor proposals for outside services
- On-site assistance in diagnosing, building, or expanding a CI function

Call us today at 1-888-447-5501 for subscriber rates and terms. We will explain how the CIECC can augment and enrich the CI function in your organization.



[www.outwardinsights.com](http://www.outwardinsights.com)  
[info@outwardinsights.com](mailto:info@outwardinsights.com)  
(888) 447-5501