

Informationland

NL: Geervliet 177, 1082 NP Amsterdam,
+31-334651424 mob: +31654967413

UK: 4 Hitherwood Close Reigate, RH2 0JJ,
+44-7849926137 mob: +447849926137

www.informationland.com

info@informationland.com

Workshops, courses and consulting in Competitive Intelligence

Informationland empowers you to develop intelligence in your organisation in a professional and efficient way. We will make clear how to achieve the highest added value in managing intelligence and its processes. This involves the aspects of all different types of intelligence: market-, business-, competitive-, risk-, strategic-, environmental-, technical-, scientific intelligence, etc.

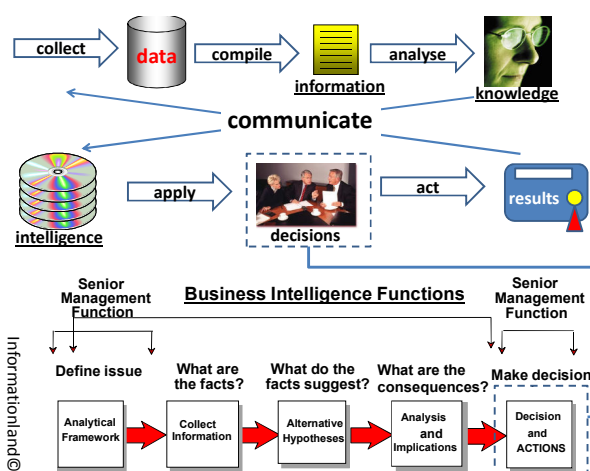


Figure 1: The business intelligence process and functions, a simple representation

Objectives of our services:

- Be fully updated on professional intelligence.
- Understand the most important methodologies and tools.
- Know the key applications, benefits and costs.
- Be able to design management dashboards and visualise decision critical information.
- Understand the role of intelligence in innovation and draft intelligence flows, sources, tasks and responsibilities
- Be able to set-up and operate a market-intelligence system and its tailored connections with marketing, sales, account management and strategic planning.
- Learn to make the business case and establish the return on investment in combination with a plan of action.
- Be able to set-up and develop intelligence enhanced risk management and stakeholder intelligence.
- Learn how to analyse your organisation's intelligence needs and how to map internal and external sources.
- Understand how to integrate intelligence programmes with knowledge and information management.

Intelligence is key-input for effective decision making. Successful organisations have often in common a framework for managing information for decision. Only few have developed scenarios to respond fast and effective on unexpected developments. This means that their organisation is fully up-to-date with current circumstances and possibilities. They give themselves the competitive edge and vision ahead of others. Our services provide a solid and pragmatic foundation in the different disciplines of intelligence and their core processes.

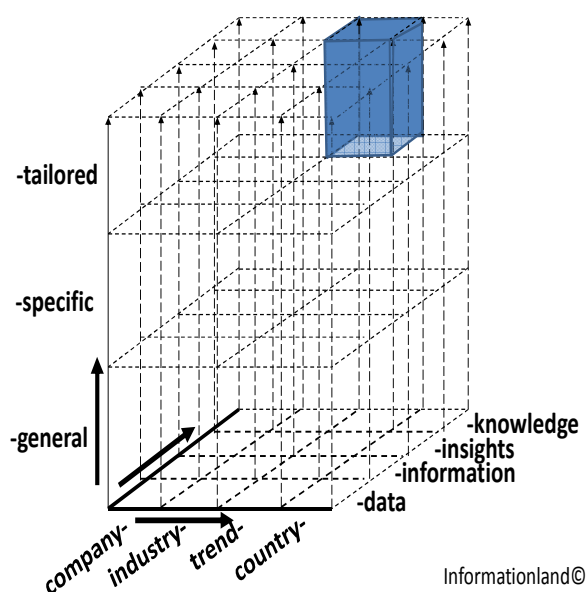


Figure 2: 3-D mapping of intelligence according to specification, character and content

Investing in intelligence increases the quality of the decisions your organisation is making and will help with the challenge to fill the information gaps in the decision making processes. It is important to establish how mature the intelligence is in your organisation and how a good plan looks like that can bring intelligence up to the highest levels. Our services will give you all the input to get you to the next level and will help you to realise the added value and return on investment.

For example in the course we work at exploring and gathering information from a wide variety of internal and external sources, analysing data and information sets, and preparing (visualising) the intelligence for decision making. We will focus on the input necessary for the strategic planning process, learning you how to set up strategic dashboards with simple/low tech means. These will show early opportunities, early risk warnings, or that monitors competitor or complex client-supplier environments.

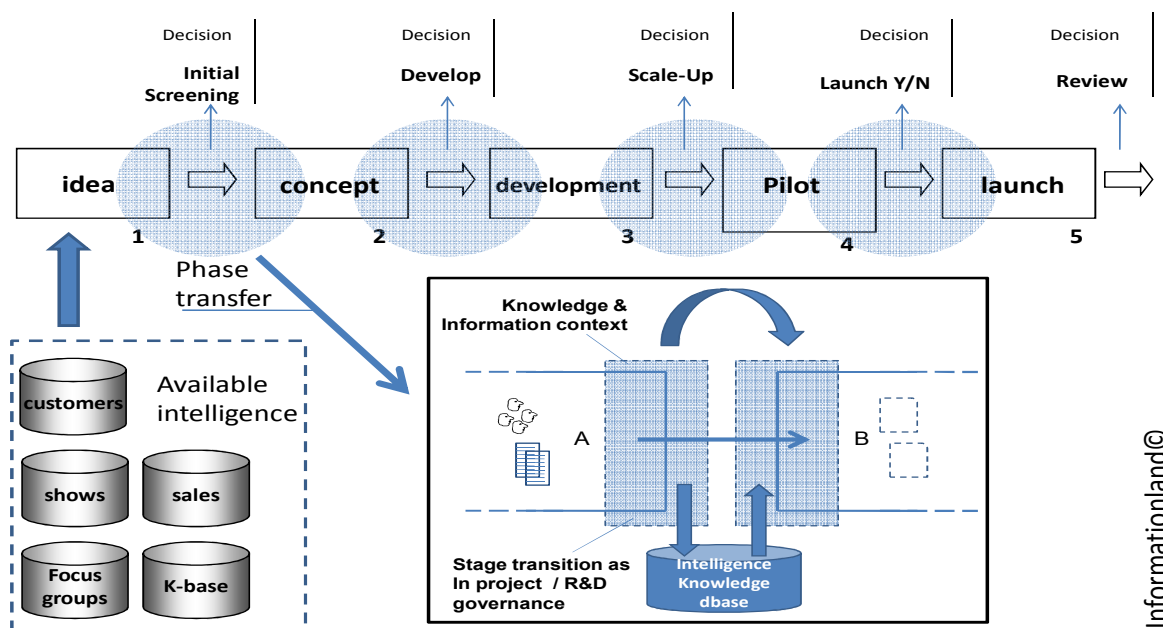


Figure 3: phases, phase transfer and their intelligence in an innovation and BD process

Market intelligence and business development

During the courses, workshops or consulting services we work at market-intelligence and how to develop pragmatic market intelligence products for use in your own organisation. You will learn to apply intelligence based methodologies and tools, trend and scenario analysis, risk analysis, financial analysis, etc. To challenge your ways of thinking in the business or political landscape we will introduce you to the use of War Games and Profiles, so that you will be able to understand the changing market dynamics and the complexity of the business environment.

Also, we will discuss how to develop a communication plan to raise the awareness in your organisation of the importance of good competitive, market, or business intelligence. We help to build a case to prove the return on investment made in sources and intelligence systems, vital to get the right budget, management approval and momentum going. In a most pragmatic way we will learn to link market intelligence with strategic planning, business development, product development, innovation, competitor monitoring and marketing.

We will look at experiences with different technologies in intelligence, like portals, electronic alerting, information pipes, user profiling, WEB 2.0 and specialised Business Intelligence applications.

Working with different cases will prove the promising relation between internal intelligence and knowledge management and show which overlapping aspects are most beneficial. We will also discuss the role the library or knowledge centre can play, for example what role a taxonomy can play in intelligence and how a knowledge map can be applied.

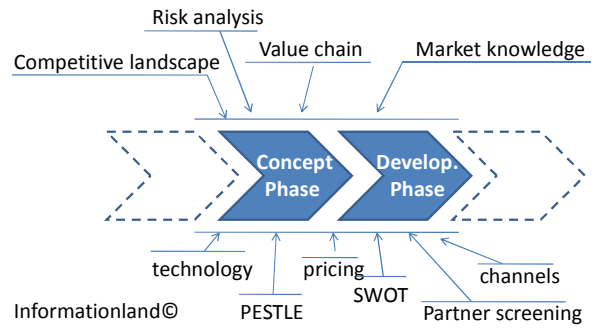


Figure 4: setting up the intelligence landscape for product development

Intelligence for innovation and product development

It is important to learn how you can develop the optimal innovation or product development process with the aid of tailored intelligence. Different innovation processes and the solutions that were chosen in different industries will be discussed, as well as best practices and war stories. For each step of the standard innovation process we will show how to design intelligence products and services. These improve and accelerate the processes and related quality of decisions. Within the field of innovation and product development you will learn how to organise successful brainstorm and scenario workshops, and how to supply these events with intelligence. We show examples how to visualise markets and competitor landscapes. We practice war-gaming in exercises. We especially look at the relevance for innovation strategy and strategic planning of the development processes.

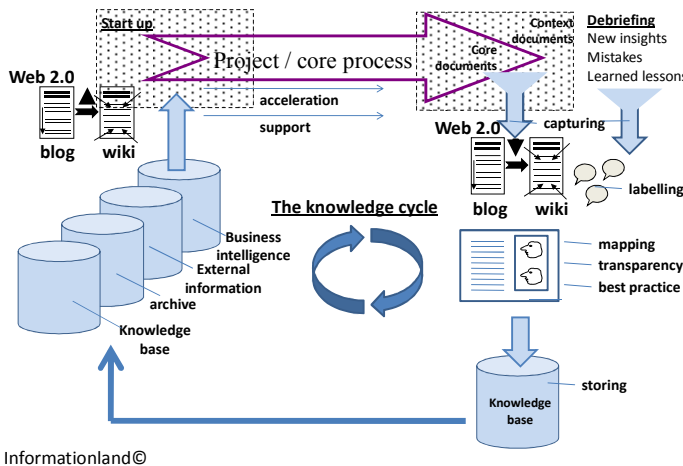


Figure 5: intelligence in the knowledge cycle of projects /processes

Customer intelligence

In the corporate customer processes (planning, marketing, sales and account management) we will look at the different support mechanisms and the way systems can be developed for boosting the current awareness or spotting of early opportunities and warnings. This way we are able to build robust and well informed customer strategies, outplay our competitors or be better prepared to acquire customers in unfamiliar markets.

Risk management and stakeholder intelligence

Incorporated in our services are intelligence enhanced risk management and stakeholder intelligence. In separate cases you will work with a proven intelligence approach. We will teach you how scenario planning works with different processes like identification, ranking, analysis, logics building and scenario testing.



Architecture

We will show you how you can build rapidly an intelligence architecture for your organisation based on straight forward building blocks. Also you will be shown intelligence based “scenario building” with easy and logical intelligence fed steps in a pragmatic framework, leading to the best strategic navigation through uncertain times or circumstances.

Business case

Finally, you will learn to measure the benefits and build the business case for the intelligence implementation, expressed in hard and soft measures and

we will give you the opportunity to benchmark your intelligence efforts with observations from an international set of professional organisations and private enterprises. It will give input to a plan of action in which you update your intelligence to levels of the top players in your market.

The way we work

Courses: These are case-based interactive courses, often tailored towards the organisations needs, during which participants can be introduced to the fundamentals of “intelligence” or to the latest insights and experiences. Most relevant aspects will be exercised in cases and where possible applied to the own organisation. The participants will be encouraged to build a specific business case and plan of action for the professional development of competitive intelligence.

Course length: the length of the course varies between 1 and 5 days and can be tailored towards any industry or sector, or even be made case specific. Public courses are organised regularly throughout the year and are normally held at universities or business schools in larger cities.

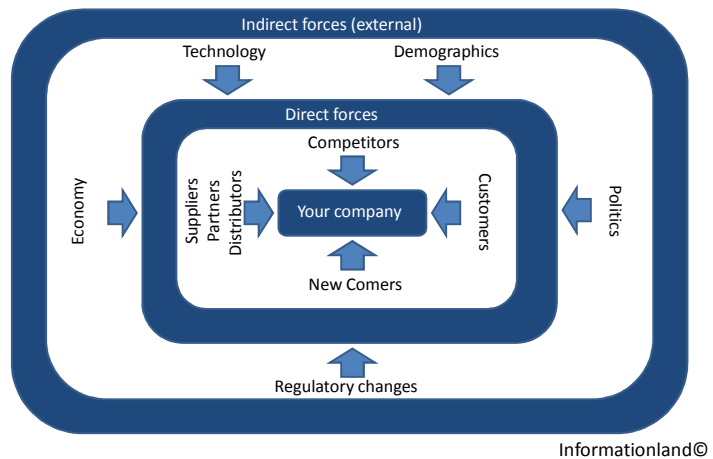
Workshops: Intelligence workshops can produce vision, strategy, business case and plan of action around intelligence, its impact, processes and responsibilities. The duration is ½ to 1 day and can be given in series.

Consulting: Professional development of intelligence is often supported with consulting services in order to accelerate results, to create a set-up or further professionalise the intelligence function. Clients often choose between interim services, coaching or consult.

Practice leader

Boyd Hendriks (1958). Boyd is an international operating consultant and course leader, with a long list of references in the fields of strategy, intelligence, knowledge management, information management and organisational development.

Clients: ABN AMRO, Agency for International Business & Cooperation, Cambridge Antibody Technology, Cap Gemini Ernst & Young, Central Bureau of Statistics, CIBG agency, City of Amsterdam, City of The Hague, CMG, CMI, COA, Cramwinckel Publishers, CUR, Delft Cluster, Delft Hydraulics, Rotterdam Development Co-operation, DSM, National Railways, HR-Blue, IMC, IBM, Institute of Economic Development of the Abu Dhabi University, KPN Telecom, Kuwait Petroleum Company, Laser Agency, Libertel Telecoms, London Development Agency, LWSVO, Ministry of Economic Affairs, Ministry of Agriculture, Ministry of Health, National Revenue, NIVE management organisation, Oxford Management Centre, PCM publishing Group, Rabobank, Rained, ROC, Royal Dutch Navy, SABIDO, SLA, Squarewise, TICER, TFPL, Tilburg University, TNO, TPG, Triplex, State University of Utrecht, University of Professional Education Amsterdam, Versatel, VOGIN, WOB.



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Figure 6: straight forward concept of intelligence based mapping of the business environment provides a “see-through” in opportunities.