



Observe!

Strategic Intelligence

*“What in the world
is happening around us?”*

Benefit to your business: *An ability to anticipate the future!*

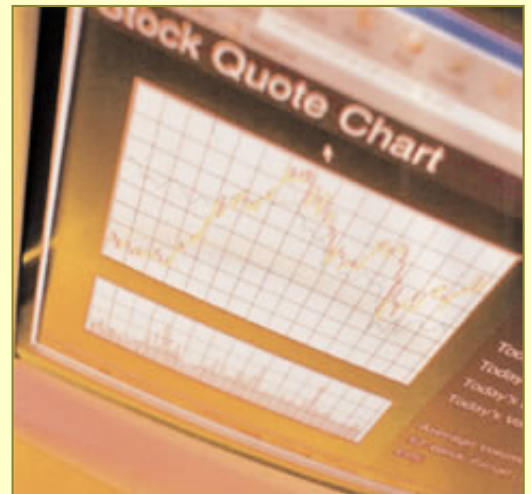
Create a strategic intelligence system which constantly monitors the world around you to track changes which may affect your strategy.

- **Improve your ability to manage your response to inevitable change**
- **Identify threats and opportunities**
- **Avoid surprises from the outside world**
- **Gain competitive advantage by decreasing your reaction time to events**
- **Better understand your own company in relation to changing competitive and industry forces**

What we offer:

A framework for building your strategic intelligence system

We can assist you in monitoring your business environment by helping you build and maintain a strategic intelligence system. You can easily maintain the system or we can maintain it for you with periodic updates provided by our business analysts.



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[Next Page >](#)

How we will assist you

We show you a systematic manner in which you can gather and summarize key pieces of strategic information affecting your competitive landscape.

We help you create a database by showing you how to gather raw data, then collect, sort and summarize your data for final analysis and a published report.

We show you how to turn scattered competitive data into accessible resources that can be drawn upon to spot trends and identify and assess future product and services.



Use the system to:

- Gather and summarize strategic information
- Analyze and review the collected data from various perspectives
- Generate focused reports to aid you with informed decision making
- Help shape your strategy through a collection of pre-defined or customized reports, comparisons, charts, etc, presented in easy to use formats.

■ Observe! *Building Your Strategic Intelligence System* ■

