

CI PROCESS CONSULTING



DEVELOP YOUR COMPETITIVE INTELLIGENCE FUNCTION

In an effort to remain competitive, anticipate market changes, and improve decision-making quality, more and more companies across the globe are establishing competitive intelligence (CI) functions. Often, however, these initiatives 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.

Fuld + Company helps 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 Fuld + Company's 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 that offer "off the shelf" CI program models,

Fuld + Company:

- **Engages with key company stakeholders** to thoroughly 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 and take root within your organization.
- **Develops a complete intelligence program implementation plan**, including organizational placement, staff recruiting, technology support, and performance evaluation.
- **Provides implementation support** - including training and education, technology assistance, deliverables preparation, and organizational awareness-building - to get your new intelligence capability up and running with an eye toward the long-term success of the function.

For companies seeking to enhance the decision impact and value of an existing intelligence program, our **CI Diagnostic Service** paves a clear and concise roadmap to successful revitalization. Perfect for CI functions facing changing needs, new executive sponsors, succession planning, or growth, we work with CI managers and directors to outline a set of immediate steps to reposition and reinvigorate your competitive intelligence capability.

No matter your needs, we can tailor a consulting program that is flexible, focused on your most important needs, and corresponds to your schedule and budget parameters.