

Professional (CIP™) Certificate Program

2019/2020 Market and Competitive Intelligence Workshops

CIP™ - I Core Courses

Collection

CI 101/202 Competitive Intelligence Planning & Collection

.7 CEU Credit Plan and execute an effective competitive intelligence effort, including human sources

New York, Nov. 4 | Florida Feb. 10 | Tennessee June 15

The Analytical Framework

CI 301 Competitive Blindspots

.7 CEU Credit Pinpoint competitors' soft spots, blind spots, and strategic vulnerabilities

New York, Nov. 5 | Florida Feb. 11 | Tennessee June 16

CI 302 Cross-Competitor Analysis

.7 CEU Credit Simplify predictions of competitors' moves and counter moves when multiple competitors are involved

New York, Nov. 6 | Florida Feb. 12 | Tennessee June 17

CI 303 Structured Intelligence Analysis Techniques

.7 CEU Credit This course introduces students to a class of analytic techniques that contribute to the discipline and objective analysis using intelligence

New York, Nov. 7 | Florida Feb. 13 | Tennessee June 18

Communication

CI 304 Reporting & Communication of Intelligence

.7 CEU Credit Designed to assist CI professionals and their managers. It will cover BOTH building CI competencies inside the organization as well as managing outsourced CI processes, establishing CI in the enterprise as a decision-support and high-value function

New York, Nov. 8 | Florida Feb. 14 | Tennessee June 19

Master of CI CIP™ - II Advanced Courses

Strategic Applications

CI 401 War Gaming Theory and Practice

1.8 CEU Credits You will be shown and you will practice all steps needed to organize and play effective war games taught by the *guru* who wrote the book on Business War Games **Tennessee June 18-19**

Advanced Analysis

CI 402 Value Chain Analysis

.7 CEU Credit Understand a rival's value of its strategic differentiation and the threats to your own company's position

Tennessee June 15

CI 403 Anticipating Disruptions – Scenario Analysis Tools and Techniques

1.4 CEU Credits Mitigate uncertainty by anticipating shifts in strategic drivers and their early warning indicators, and by generating alternative scenarios and strategies for navigating the future competitive landscape

Tennessee June 16-17

Go to www.academyci.com for details on everything you see here, including course descriptions and faculty experience.

Training Options



CIP™ Certification

If your job includes full or part-time responsibility for providing competitive intelligence to decision-makers inside your organization, ACI's Competitive Intelligence Professional (CIP™) certification is a rigorous training program that will enhance the value you bring to your organization while providing skills that will last throughout your career.



Executive Intelligence Skills Training

If you are an intelligence *user* in a market-facing job, such as Marketing Strategy, Pricing, Branding, Business Development, M&A or Product Management, ACI's Executive Intelligence Skills offering provides *short, targeted* training to help you develop and use competitive intelligence to enhance your decision-making and strategy competencies.

Faculty



Dr. Ben Gilad



Dr. Helen Rothberg



Heather Hallenbeck
Bose Corp.



Nan Bulger



Troy Pfeffer
Cintas

You Can Receive Both Certification & Global CEUs

Our CIP™ Certificate Program has two levels, accommodating the different needs of our student body.

CIP™ - I Core Certification

This certification level requires you to complete all five core courses and pass the CIP™ - I exam. This level is suitable for starting CI analysts and managers with part time responsibility for CI in their jobs.

Master of CI CIP™ - II Certification

In order to receive Master of CI Certification, you must be CIP™ - I certified, take the three Advanced courses and pass the CIP™ - II exam. This level is a necessary requirement today for those choosing a career in CI.

About ACI

We are **NOT** about competitor profiling, news monitoring, or other activities that are little more than collecting and warehousing enormous amounts of tactical data and unfiltered noise, or dumping “nice to know” information on uninterested users. We are the only accredited competitive intelligence training organization that knows what powerful competitive intelligence can do for you in your job. Let us equip you with this career-building skill that will pay dividends in your professional career, today and in the future.

What is Competitive Intelligence?

Competitive intelligence is the art and science of generating a deep understanding of marketplace players and industry forces. It enables executives to optimize their decisions in light of the plans and strategies of other high-impact participants in the external environment. High impact players include all third parties - not just competitors - whose interactions with the company is what determines strategic success.

Global Alumni Stats at the Academy of Competitive Intelligence

At the Academy of Competitive Intelligence (ACI), alumni represent nearly every industry from around the world. They bring with them rich and diverse backgrounds. Some are engineers, others marketing experts, product managers, physicians, scientists, as well as senior managers and consultants. The Academy of Competitive Intelligence (ACI) measures its success based on alumni satisfaction. Here are some alumni statistics showing how our alumni “vote” us a world-class educational organization:



9000+ Alumni

Total (ACI) Alumni Worldwide and Growing



81%

Returning Alumni that Take Additional Courses



50%

Represented by Fortune 500s



71

Number of Countries Represented by ACI Alumni



600+

Number of Industries Represented by ACI Alumni

Only Training to Grant Global CEUs!



ACI is an Accredited Provider by the International Association for Continuing Education and Training (IACET).



