



Turning knowledge into action.  
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Welcome!

The Academy of Competitive Intelligence has been the first global competitive intelligence program that offers market and competitive intelligence workshops.

Competitive intelligence is more important than ever before. This year we will be bringing our experience virtual with unique opportunities for interaction beyond traditional competitive intelligence programming.

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Get to

Know Us

## The Academy of Competitive Intelligence

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. Established in 1999 by founders in the field, the Academy of Competitive Intelligence is the oldest and largest educational institution solely dedicated to helping companies better control strategic risks and discover new market opportunities with competitive intelligence. Let us equip you with this career-building skill that will pay dividends in your professional life both 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.



## Dr. Ben Gilad

Dr. Ben Gilad, president and founder of The Academy of Competitive Intelligence, is an award-winning and leading developer of competitive intelligence theory and practice in the United States. He is also a former Associate Professor of Strategy at Rutgers University's School of Management.

Dr. Gilad has been the creator of a unique war game methodology and lists many Fortune 500 companies as his consulting clients. He's led competitive intelligence training among executives at Business Week and CEO skills sessions at Fortune Magazine, to say the least.

Both him and his work have also been recognized among many media outlets and trade journals.

Dr. Gilad founded the Academy of Competitive Intelligence in 1996. In 1999, he co-founded the Fuld-Gilad-Herring Academy of Competitive Intelligence together with Fuld + Co.

[Read More on Ben and Helen](#)



## Dr. Helen Rothberg

Dr. Helen Rothberg is a Professor of Strategic Management in the School of Management at Marist College, and senior faculty in the Academy of Competitive Intelligence. She holds a PhD and M.Phil from The City University Graduate Center, MBA from Baruch College, and a BA from Queens College. She is the 2011 recipient of the Board of Trustee's Distinguished Teaching Award.

Helen has authored and been featured in numerous trade journals and media publications. Helen's research interests include shadow and intelligence teams, and the intersection between competitive intelligence and knowledge management. She is the principal consultant for HNR Associates, a network of knowledge focusing on strategic change, competitive intelligence and knowledge management challenges.

Her book "The Perfect Mix: Everything I Know About Leadership I Learned as a Bartender": Simon & Schuster now available.



## Heather Hallenbeck

Heather Hallenbeck, Insights Director, Corporate Strategy & Innovation, Bose Corporation. Heather has built a formal Competitive Intelligence function at Bose and now manages the Global Insights team including Competitive Intelligence, Market Analytics, Consumer Research and Business Strategy to deliver data-driven actionable insights. Her team is part of Corporate Strategy and Innovation and focuses on analyzing and synthesizing critical insights with strategic recommendations for all Bose core, growth and incubation businesses spanning research, product development and sales & marketing.

Heather is a seasoned strategist with proven ability to envision, lead and grow innovative businesses. She possesses a world class background in Marketing, Product Management, and Strategic Planning. She holds an MBA with concentrations in Marketing and Competitive and Organizational Strategy from Simon Graduate School of Business from the University of Rochester, a BS in Industrial and Labor Relations from Cornell University, and is a Master of Competitive Intelligence (ACI) alumna.

[Read More on Heather and Melissa](#)



## Melissa Allen

Melissa Allen, Competitive Analysis Manager, has worked for a decade in competitive intelligence at Caterpillar as manager of the Business Resource Center. She has a demonstrated track record and is passionate about creating high efficiency in the knowledge value chain through enterprise resource sharing, knowledge management initiatives, and building strong relationships with key stakeholders.

She is an enthusiastic influencer whose subject matter expertise and strong communication skills have enabled her to lead by connecting with and motivating individuals across the firm, dreaming up strategic visions for the organization, and executing possibilities into concrete results.

Melissa holds an MLIS from the Graduate School of Library and Information Science at the University of Illinois Urbana/Champaign. She has been a member of the Conference Board Information Research and Management Council since 2012, actively works with the University of Illinois iSchool Corporate Roundtable, and serves as a mentor for those seeking guidance with communication skills. Melissa also leads large workplace and community events for the American Cancer Society and United Way, winning an ACS team excellence awards for her service work for the past several years.



2.0

What

We Offer

## 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.

Our CIP™ Certificate Program has two levels, each accommodating different needs. You can receive both of the following certifications through our virtual trainings:

### **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.

### **Analyst Asynchronous Skills Training**

A new asynchronous certification online program for a fundamental skill set in competitive intelligence. You can take it at your own pace starting right now if you like by watching some videos and back and forth interaction with Ben Gilad on assignments and quizzes.

Strategic Early Warning  
CI 301 Competitive Blindspots  
CI 302 Cross-Competitor Analysis

## CIP™ -I Core Courses

COLLECTION / CI 101 / 202

### Competitive Intelligence Planning & Collections

Find creative, proven ways to develop the most timely intelligence on your competitors, your market, and issues that impact your competitiveness.

October

28

THE ANALYTICAL FRAMEWORK / CI 301

### Competitive Blindspots

Identify competitors' soft spots, blind spots, and strategic vulnerabilities

October

29

THE ANALYTICAL FRAMEWORK / CI 302

### Cross-Competitor Analysis

Simplify predictions of competitors' moves & counter moves when multiple competitors are involved

November

01

THE ANALYTICAL FRAMEWORK / CI 303

### Structured Intelligence Analysis Techniques

Analytic techniques that contribute to the disciplined and objective analysis of intelligence

November

03

COMMUNICATION / CI 304

### Reporting & Communication of Intelligence

Reporting techniques and communication styles to build credibility inside the organization, with the aim of establishing CI in the enterprise as a decision-support and high-value function

November

12

## Master of CIP™-II Advanced Courses

STRATEGIC APPLICATIONS / CI 401

### War Gaming Theory and Practice (x2 days)

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

November

15-16

ADVANCED ANALYSIS / CI 402

### Value Chain Analysis

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

November

11

ADVANCED ANALYSIS / CI 403

### Anticipating Disruptions – Scenario Analysis

#### Tools and Techniques (x2 days)

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

November

18-19



3.0

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Our

Global

Alumni

## Our network of global alumni

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.

## By the numbers

# 10,000+

Total (ACI) Alumni Worldwide and Growing

81%

Returning Alumni  
that Take Additional  
Courses

87%

Represented by  
Fortune 500s

71

No. of Countries  
Represented by  
ACI Alumni

600+

No. of Industries  
Represented by  
ACI Alumni



# Squint to see just some of our global alumni:

3M Company / ABB Asea Brown Boveri / Abbott Laboratories / Accenture / Acciona SA / Adobe / ADP / Aetna / Agilent / Air Liquide America / Air Products & Chemicals / Alberta Energy Company Ltd. / Alcatel-Lucent / ALCOA / Alcon Laboratories / Allergan / Alliant Energy / AlliedSignal / Allison Transmission / Allstate / Alstom Power / American Century / American Express / AMG Pharmaceuticals / Amgen / Amica / Amoco Chemical / Amway / Anheuser-Busch / Apple / ARCO Chemical / Armco / Armstrong World Industries / Ashland Chemical / AstraZeneca Pharmaceuticals / AT&T / ATK / Axis Communications / BAE Systems / Bandag / Bank of America / Battelle Memorial Institute / Bausch & Lomb / Baxter Healthcare / Bayer / BC Hydro / Benjamin Moore / Bestfoods / Black & Veatch / Blue Cross Blue Shield / Boehringer-Ingelheim / Boeing / Bombardier Aerospace / Bonneville Power / Booz Allen Hamilton / Bose / Boston Scientific / BP International / Brewer Science / Bristol-Myers Squibb / British Nuclear Fuels p.l.c. / C.R. Bard / CalEnergy Company / Campbell Soup / CANAC / Canam Manac Group / Capital One / Cargill / Carrier / Castrol N.A. / Caterpillar / CEMEX / CG Power Systems / Chevron / CGGVeritas / Chiesi / Cia Siderurgica Bello Mineira / CIBA Vision / CIGNA / Cinergy / Cisco / CNA Insurance / Coca-Cola / Cognex / Colonial Life / ComEd, Unicom / Conagra / Constellation Energy Group / Continental Cablevision / Coors Brewing / Copel / Corning / Corrugated Metals / CPC International / Cubist Pharmaceuticals / Daiichi Sankyo / Daniel Swarovski / Dayton Power & Light / Delphi Delco Electronics / Discover Novus / Dow Chemical / Dow Corning / Dow Jones / DuPont Pharmaceuticals / Duke Energy / EADS / Eastman Chemical / Eastman Kodak / ECI Telecom Ltd., Israel Ecopetrol / EG&G / El Paso Electric / Elanco / Electronic Data Systems / Eli Lilly / Embraer / EMC / Energizer / Enterprise Ireland / Enterprise Rent A Car / Epson / Ericsson / Ernst & Young / Essity / E-Systems / Eveready Battery / Excelergy / ExxonMobil / Fannie Mae / Farmland Foods / FedEx / Fidelity Investments / Ford Motor / Freddie Mac / Fujitsu / GATX / Genentech / General Dynamics / General Motors / Genesys / Genzyme / Georgia-Pacific / GlaxoSmithKline / Goodyear Tire & Rubber / Gruenthal / Halliburton / Hartford Life Insurance / Harvard Pilgrim Health / HDI-Gerling / Heidelberg / Helene Curtis / Hewitt Associates / Hewlett-Packard / Hitachi / Honeywell / Husky Injection Molding / Hydro Agri Europe / IBM / ICP Portuguese / IDEMIA / Illumina / Imasco Ltd. / Imperial Oil Ltd. / Industry Canada / IndyMac Bank / Ingram Barge / Inland Steel Industries Intel / International Paper / Jabil / J.D. Edwards / John Hancock / Johnson & Johnson / Johnson Controls / Kaiser Permanente / Keane / Kellogg / Kemper Insurance / Kent Ridge Digital Labs / Keyspan Energy / Kimberly-Clark / Kinetic Concepts / Koch Industries / KPMG / Kraft Foods / Labatt Brewing Ltd. / Lear / Level 3 / Lundbeck A/S / Lexis-Nexis / Lexmark / Liberty Mutual Insurance / LifeSpan / Lockheed Martin / Lyonnaise Des Eaux / Mallinckrodt / Manulife Financial / Marakon Associates / Mars / Martin Marietta / Maxim Group / McAfee / McGraw-Hill / McKinsey / McNulty & Associates / Mead Johnson Nutritionals / Medtronic / Mercer Management Consulting / Merck / MetLife / Michelin / Microsoft / Milliken / Millipore / Minute Maid / Molson Breweries / Monsanto / Motorola / Mutual of Omaha / Nabisco / National Bank of Canada / National Semiconductor / Nationwide Insurance / NEC / Nestle USA / NetApp / New York Times / Nortel / Northern States Power / Northern Trust / Northrop Grumman / Northwestern Mutual / NOVA Chemicals / Nova Scotia Power / Novartis International AG / Novo Nordisk / Nuance Communications / Olin / Ortho-McNeil / Otis Elevator / Owens-Corning / Pacific Gas & Electric / PacificCare Health Systems / Pasteur Merieux Connaught / PerkinElmer / Perot Systems / Petrobras / Petro-Canada / Pfizer / PGG Fiber Glass Europe / Philips Healthcare / Pitney-Bowes / PNC Bank / PPL / Pratt & Whitney / PricewaterhouseCoopers / Procter & Gamble / Progress Rail / Providian Financial / Public Service Electric & Gas / Putnam Investments / R.R. Donnelley & Sons / Ralston Purina / Raytheon / Reebok / Retevision / R/GA / Rhone-Poulenc Rorer / Ricoh / Rio Tinto Diamonds / Roche / Rockwell Collins / Rohm and Haas / Royal Insurance Canada / S.C. Johnson / SABIC / Schott AG / SAIC / Sandia National Laboratories / Sanofi-Aventis / SAP / Samsung / Sara Lee / Sasol Chemical Industries / SBC / Searle de Mexico, S.A. de C.V / Shell / Shire Pharmaceuticals / Siemens / SKF Aerospace / Sobey's Software AG / Sonoco / Spacial Networks / Sprint / State Farm / State Street Corporation / Statoil / HSBC Finance Corp. / Sterling Commerce / Sun Life Financial / Sun Microsystems / Symantec / Syniverse Technologies / Target / Telcordia / TetraPak / Texas Instruments / Texas Mutual / Textron Systems / Thermo Fisher Scientific / Thomson & Thomson / Timken / Toshiba / Trans Alta Utilities / Trojan Technologies / TRW / UCB Pharmaceuticals / Union Carbide / Union Gas Ltd. / United Parcel Service / USAA / Valassis / Vale Oil & Gas / Verizon / Vertex Pharmaceuticals / VMware / Volvo / Waters Corporation / West Pharmaceutical / Woodside Energy / Workday / XL Insurance Limited / **Where are you on this list?**



Competing in today's dynamic  
and disruptive marketplace is tough.

Going at it blind is even tougher.

How do you focus on the immediacy of  
today while planning for a post-crisis world  
tomorrow and still manage to win?

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options, course details and more.](#)

[www.academyci.com](http://www.academyci.com)

The ACI training program is the only one in the field of CI approved and accredited by the International Association for Continuing Education and Training (IACET). In earning this seal of approval, you are ensured that the Academy is delivering training at the highest standards available today in the global training community. Connect with us below for details on everything you see here, including additional course descriptions and faculty experience.

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