Advanced Competitive Intelligence

8 – 12 February 2027
Munich (Germany)



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Ref: 328862_231000 **Date:** 8 – 12 February 2027 **Location:** Munich (Germany) **Fees:** 5200 GBP

Why This Course

In an increasingly volatile and data-saturated business world, the ability to interpret market signals, anticipate competitor moves, and uncover emerging opportunities is a critical source of competitive advantage. Advanced Competitive Intelligence equips business leaders, strategists, and analysts with advanced tools and methodologies to gather, analyze, and apply intelligence for strategic decision-making.

This program integrates strategy, analytics, and foresight to help participants build structured intelligence systems, detect early signs of disruption, and convert insights into actionable strategy. It develops the capability to make faster, smarter, and more informed decisions in dynamic market environments.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role and strategic value of competitive intelligence CI.
- Learn advanced techniques for market and competitor data collection.
- Apply analytical frameworks to interpret competitive dynamics and industry trends.
- Develop foresight and scenario modeling capabilities to predict market movements.
- Integrate CI into strategic planning, innovation, and risk management processes.
- Build ethical, systematic, and technology-enabled CI practices.

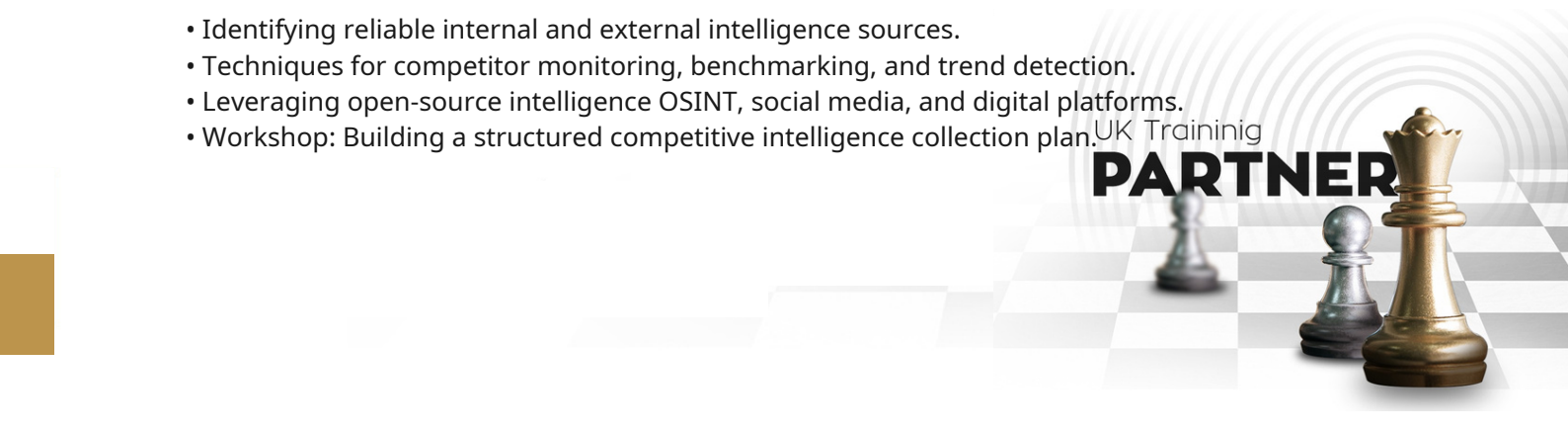
The Program Flow

Day 1: The Strategic Role of Competitive Intelligence

- The evolution of CI and its role in strategy, innovation, and decision-making.
- Intelligence vs. information: transforming data into actionable insight.
- The intelligence cycle: planning, collection, analysis, dissemination, and feedback.
- Case study: how top organizations use CI to outperform their competition.

Day 2: Intelligence Gathering and Data Sources

- Identifying reliable internal and external intelligence sources.
- Techniques for competitor monitoring, benchmarking, and trend detection.
- Leveraging open-source intelligence OSINT, social media, and digital platforms.
- Workshop: Building a structured competitive intelligence collection plan.



Day 3: Analytical Models and Strategic Interpretation

- Using analytical frameworks: Porter's Five Forces, Strategic Group Mapping, and War Gaming.
- Detecting patterns and weak signals of market disruption.
- Quantitative and qualitative methods for intelligence synthesis.
- Practical exercise: analyzing a competitive scenario using advanced CI tools.

Day 4: Scenario Planning and Strategic Foresight

- Building competitive scenarios and market outlooks.
- Forecasting industry evolution and competitor strategies.
- Integrating CI with strategic planning and risk management systems.
- Group project: developing a foresight-based competitive intelligence report.

Day 5: Institutionalizing Competitive Intelligence

- Designing a CI function and governance model for organizations.
- Leveraging AI, automation, and analytics for next-generation CI.
- Ethical considerations and compliance in intelligence gathering.
- Action workshop: creating a Competitive Intelligence Strategy Framework.

Individual Impact

- Gain advanced analytical and strategic interpretation skills.
- Build confidence in forecasting competitor behavior and market trends.
- Strengthen your ability to turn intelligence into informed decisions.
- Enhance leadership through evidence-based strategic insight.

Work Impact

- Improve organizational agility and market responsiveness.
- Strengthen competitive positioning through timely intelligence.
- Support innovation, risk management, and long-term strategy.
- Establish a structured, technology-driven CI function within the organization.

Training Methodology

This program combines strategy, foresight, and data analytics to ensure actionable learning and real-world application. Learning methods include:

- Case studies from competitive industries and global organizations.
- Interactive workshops on intelligence collection and analysis.
- Group simulations for war-gaming and strategic foresight.
- Guided exercises using modern CI tools and frameworks.
- Toolkits and templates for ongoing intelligence implementation.



Beyond the Course

Upon completion, participants will be equipped to design and lead advanced competitive intelligence systems that empower strategic decisions, anticipate disruption, and secure sustainable advantage. They will leave ready to transform data into foresight — and foresight into competitive power.

