Competitive Intelligence101 Marcos Abeyta, PMP. Tonalli Group LLC

Overview

- What is CI/BI?
- Porters Five Force
- Strategic Mapping
- Porters Four Corner
- Blind Spots
- Primary & Secondary Sources

Profit

- How wants to make money?
- How do you become super competitive?
- How do you make lots of money for a long time?

What is and is not CI?

- Is not Market Intelligence.
- Is not corporate espionage
- Is not computer network hacking.
- Is not dumpster diving.
- Is not simply research.
- Is Strategy, Risk, and Intelligence!

CI Snapshot

Industry Analysis, Porters 5 Forces

Strategic Map

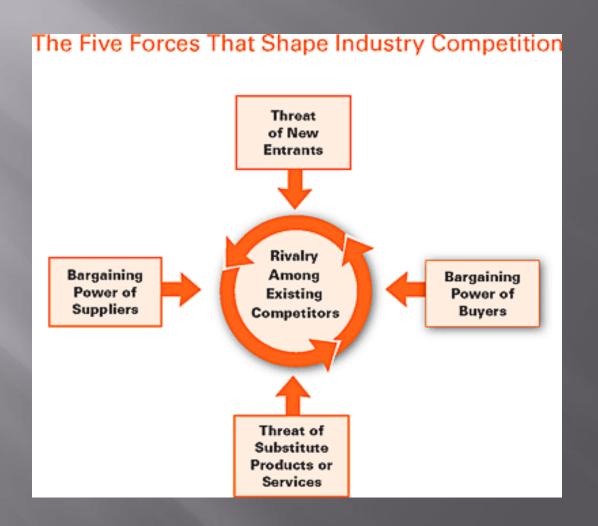
Competitor Analysis, 4 Corner

Blind Spot

Value Chain

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Porters Five Forces



Porters Four Corner

Understanding what competitors can or cannot do is not enough, one must know motivation!

Underlying Motivation	Observed Actions
Drivers	Strategy
1. Goals	
2. Executive Background	
3. Culture	
4. Creed	
Management Assumptions of your competitors	Capabilities
Note: Highest level of 4-corners but hardest to	SWOT Analysis
obtain.	Value Chain Analysis

All Together

- Porters Five Forces
- for context
 - Four Corners
 - for management assumptions
 - Blind Spots
 - for moves and countermoves

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Secondary Sources

- News & business content
- Legal & government info
- Intellectual property records
- Public records

Primary Sources

- If target is a man, send a woman.
- If target is a woman, send a man.
- A runaway nun always speaks the ill of her convent.

CI Resources

- www.scip.org
- www.academyci.com
- www.fuld.com
- Marcos Abeyta, t.505.417.6526, mabeyta@tonalli.com