

# *Competitive Intelligence 101*

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# 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

# Porters Five Forces

The Five Forces That Shape Industry Competition



# Porters Four Corner

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

Underlying Motivation	Observed Actions
<b>Drivers</b> <ol style="list-style-type: none"><li>1. Goals</li><li>2. Executive Background</li><li>3. Culture</li><li>4. Creed</li></ol>	<b>Strategy</b>
<b>Management Assumptions of your competitors</b> Note: Highest level of 4-corners but hardest to obtain.	<b>Capabilities</b> SWOT Analysis Value Chain Analysis

# All Together

1

- Porters Five Forces
- *for context*

2

- Four Corners
- *for management assumptions*

3

- Blind Spots
- *for moves and countermoves*



# 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](http://www.scip.org)
- ▣ [www.academyci.com](http://www.academyci.com)
- ▣ [www.fuld.com](http://www.fuld.com)
- ▣ Marcos Abeyta, t.505.417.6526,  
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