

2010 Competitive Intelligence Survey

1. What is your relationship to competitive intelligence?

Please choose **all** that apply:

- I perform competitive intelligence for my company.
- I provide consulting or training services that include competitive intelligence.
- I do competitive intelligence part-time to support my full-time job.
- I regularly use competitive intelligence to make decisions.
- I do not use competitive intelligence.
- Other

2. What types of competitive intelligence are useful to you or your clients?

Please choose **all** that apply:

- Operational
- Product or Product Line
- Marketing
- Finance
- Business
- Mergers and Acquisitions
- Partnerships and Alliances
- None of the above
- Other

3. How would you assess your company's, work group's or client's competitive intelligence effectiveness?

Please choose the appropriate response for each item:

| | Identifying Needs | Gaining Sponsors | Conducting Analysis | Interpreting Information | Presenting Conclusions | Effecting Change |
|---------------|-----------------------|-----------------------|-----------------------|--------------------------|------------------------|-----------------------|
| Poor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Below Average | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Average | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Above Average | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Excellent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4. What critical competitive intelligence challenges do your company, work group or clients face in 2010?

Please choose **all** that apply:

- We are launching new products and need to understand how to position them in the market.
- We are reorienting our business model or strategies and need to forecast the competitive impact.
- We are evaluating existing businesses and new opportunities and need a competitive framework to support discussions and debate.
- We are formalizing or significantly improving our competitive intelligence processes and need better approaches, tools and training.
- We are cutting budgets and need to disperse competitive intelligence responsibilities throughout the organization.
- We are emphasizing improving our business development and sales using actionable competitive intelligence to drive growth.
- We have no competitive intelligence challenges.
- Other

5. What types of competitive intelligence help would benefit you most?

Please choose **all** that apply:

- Specific information about the competitive environment.
- Training in competitive intelligence analysis tools, techniques or approaches.
- An independent review and assessment of your competitive intelligence processes.
- Coaching/mentoring for specific competitive intelligence challenges or processes.
- Sounding board for competitive intelligence ideas, thoughts and recommendations.
- Assistance to formalize and sell competitive intelligence within the organization.
- Active help on specific competitive intelligence projects.
- I don't need any help.
- Other