

Competitive Intelligence Workshops (CI WS) - Overview

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The Art of Competitive Workshops

“I don’t think it’s good that we were perceived as different. I think it’s important we’re perceived as MUCH BETTER.

If being different is essential to doing that, then we have to do that!”

- Steve Jobs



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Introduction – Annette Freund



Please find more information
on our website

www.inspiredmove.ch

*“My personality is a **“Bridge-Builder”** as I mediate and connect between different ways of thinking.”*

- **3-fold background:** Pharmacist, MBA, Systemic Business Coach
- **20 years** experience in the **Health Care Sector**
- **15 years** in **Marketing** and **Competitive Intelligence** in the Pharma/Biotech Industry
- In addition: **9 years** of **coaching** expertise

From Inspiration to Implementation!

- **Inspiration:**
 1. To work in addition to the logical-analytical solutions with creative-intuitive solutions
 2. Light up the inner fire
- **Implementation:** Put your insights into practice!

The New Era of Competitive Intelligence

Glocalization

Loads of
Information

Social Media

Disruptive
Innovation

E-Devices

Biosimilars &
Generics

Access
Hurdles

PLUS: Increased Complexity & Speed !

With new conditions, Competitive Intelligence **MUST seek and apply new ways**

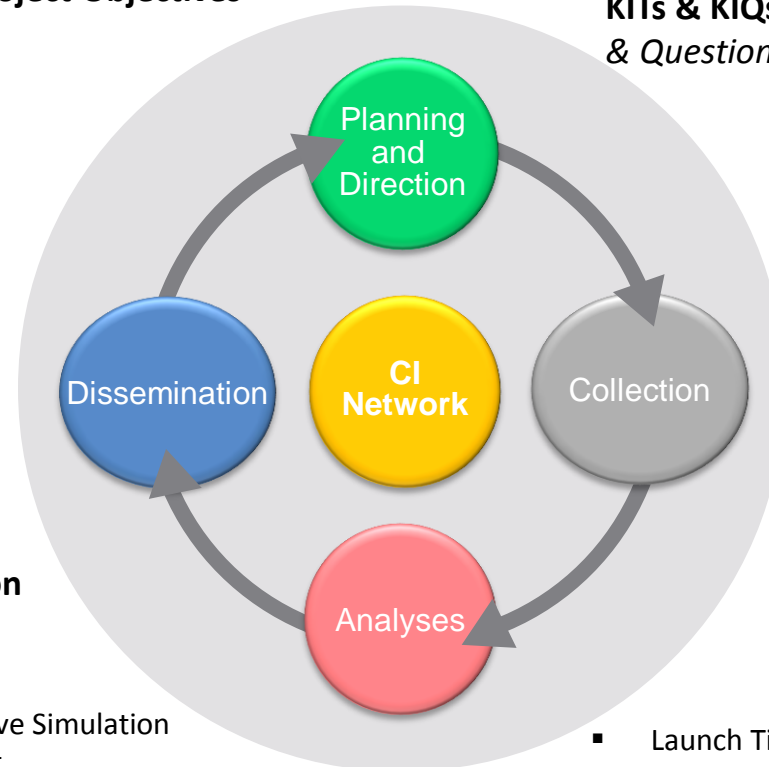
- of broadening the solution space!
- of synthesizing information to wisdom and action!
- of working together (cross-functionally and –organizationally)!

Competitive Workshops are an Important Part of the Whole CI Process

Business Decisions & Project Objectives

- Monthly CI Report
- Congress Report
- CI Map
- CI Input in Brand Plan

KITs & KIQs (*Key Intelligence Topics & Questions*)



Secondary Data (*published*)



Primary Data (*not published*)

Interpretation

- Competitive Simulation
- Stress Test
- Scenario Planning
- Competitive Mapping
- Forecasting
- Benchmarking
- etc

- Launch Timelines / Funnel
- SWOT
- Competitor Profiles
- Porter's 4 corners
- Competitive Mapping
- etc

More info on CI process in the general CI presentation

Competitive Workshops: Stretch the Competitive Edge – When to Do? and What to be Gained?



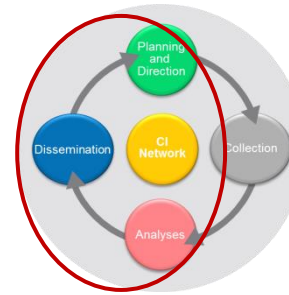
When?

- Competitive environment is **under a process of change**
- Early enough **BEFORE your own launch or a competitor launch**
- Need of **cross-functional, -level and – organizational insights**
- Competitive Workshop in the box: **Transfer from international to local**

What?

- Develop or refine **strategy** and support **decision making** (Where to play? and How to win?)
- **Tactical**: Define and trigger **action!**
- **Cross-functional perspective** and **confidence building** within the team
- Improve **understanding** of Competitive Landscape

Competitive Simulation: Magic Tool - to be Very Well Planned



PREPARE

- **Competitive Decks, Pre-Reads**
- **Scenario Design: Where to play?**
- **Balanced Team Set Up**

Be the competitor (Strategies)

- **Think like the Competitor**
- **Develop positioning & strategies**
- **Messaging**

Be the competitor (Tactics)

- **Act like the Competitor**
- **Develop tactics**
- **Counter-strategies**

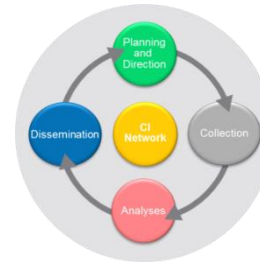
Be your own company again

- **Implementation exercise**
- **Beat your competitor**
- **Key learnings & Next steps**

How?

- The **Competitive Briefing Decks** are the cornerstone of a good strategic exercise.
- Role-playing the various competitors enables the participants to **“get inside the mind”** of the competitor.
- Identify and prioritize **competitive threats and gaps, develop strategies** to mitigate threats and address gaps. Then translate the strategies into **actionable tactical items/** to dos.
- Each client situation is **unique** and therefore aspects of the exercise need to be **custom tailored** in order to get the most out of the exercise.

Competitive Workshops: CI with Us – Key take aways



In the new era of Competitive Intelligence leveraging Competitive Workshops is critical for a **higher level of information sharing and connecting the dots in order to create the bigger picture:**

- Competitive Workshop is key to gain and sustain your **competitive edge.**
- **Get inside the mind of the competitor**
- The **cross-functional team** gets to higher solutions: **The total is greater as the sum of their parts.**

FREUND INSPIRED MOVE guides you to maximize your team information sharing, to create the bigger picture and to develop a clear action plan:

- **Creation of Competitive Briefing Decks**
- **Workshop Design and Facilitation of**
- **Diverse types:** Competitive Simulation Workshops, Stress Tests, Scenario Planning etc.
- **National and international**
- **Topics:** Own launch, Competitor launch, Biosimilar launch, Generic launch, prepare the team for a new competitive environment etc.
- **Development of Competitive Workshop in the box:** Transfer from international to local use

From Information to Insights and Action!

Our Offer: From Inspiration to Implementation!



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Have you ever asked yourself:

How can we come to new solutions?

How can we really put them into practice?

From Inspiration to Implementation!

FREUND INSPIRED MOVE guides you through the process. For example:

- **Consulting:** Marketing and Competitive Intelligence – Strategy, Process and Workshop Design
- **Training:** Inspirational Leadership, Competitive Intelligence and Team-Development
- **Business Coaching:** Career Decisions, Inspirational Leadership and Health-Vitality

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