



Consulting, Training, Coaching

Competitive Intelligence (CI) Overview

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The Art of Competitive Intelligence



“Those who are skilled in combat do not become angered,

Those who are skilled at winning do not become afraid.

Thus the wise win before the fight, while ignorant fight to win.”

- Morihei Ueshiba, Founder of Aikido (Art of Peace)

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Introduction – Annette Freund



Please find more information
on our website

www.inspiredmove.ch

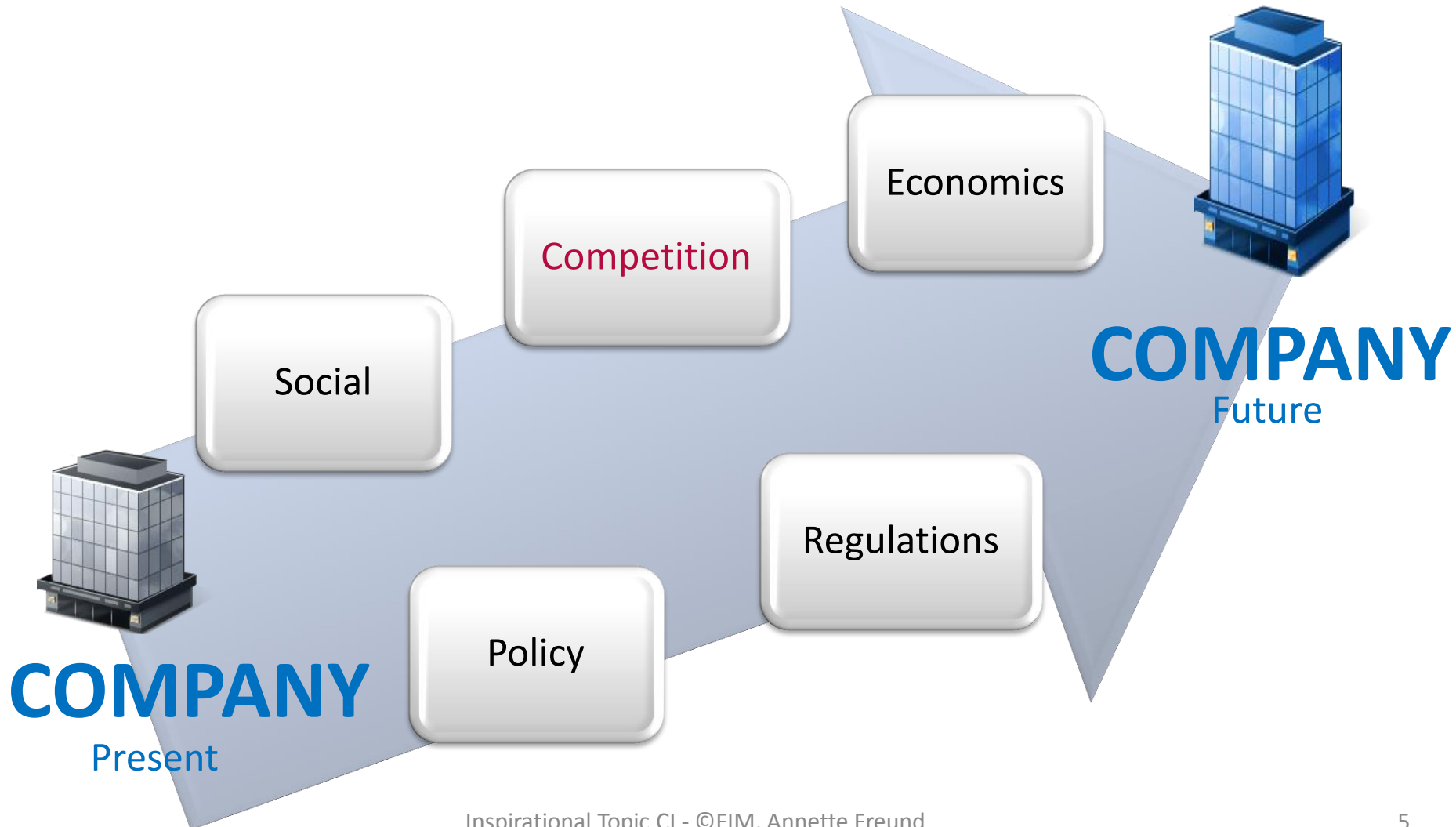
*“My personality is a **“Bridge-Builder”** as I mediate and connect between different ways of thinking.”*

- **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: **8 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!

CI Feeds into the Overall Picture and Helps to Inform Your Strategic and Tactical Thinking



Why to invest in CI?

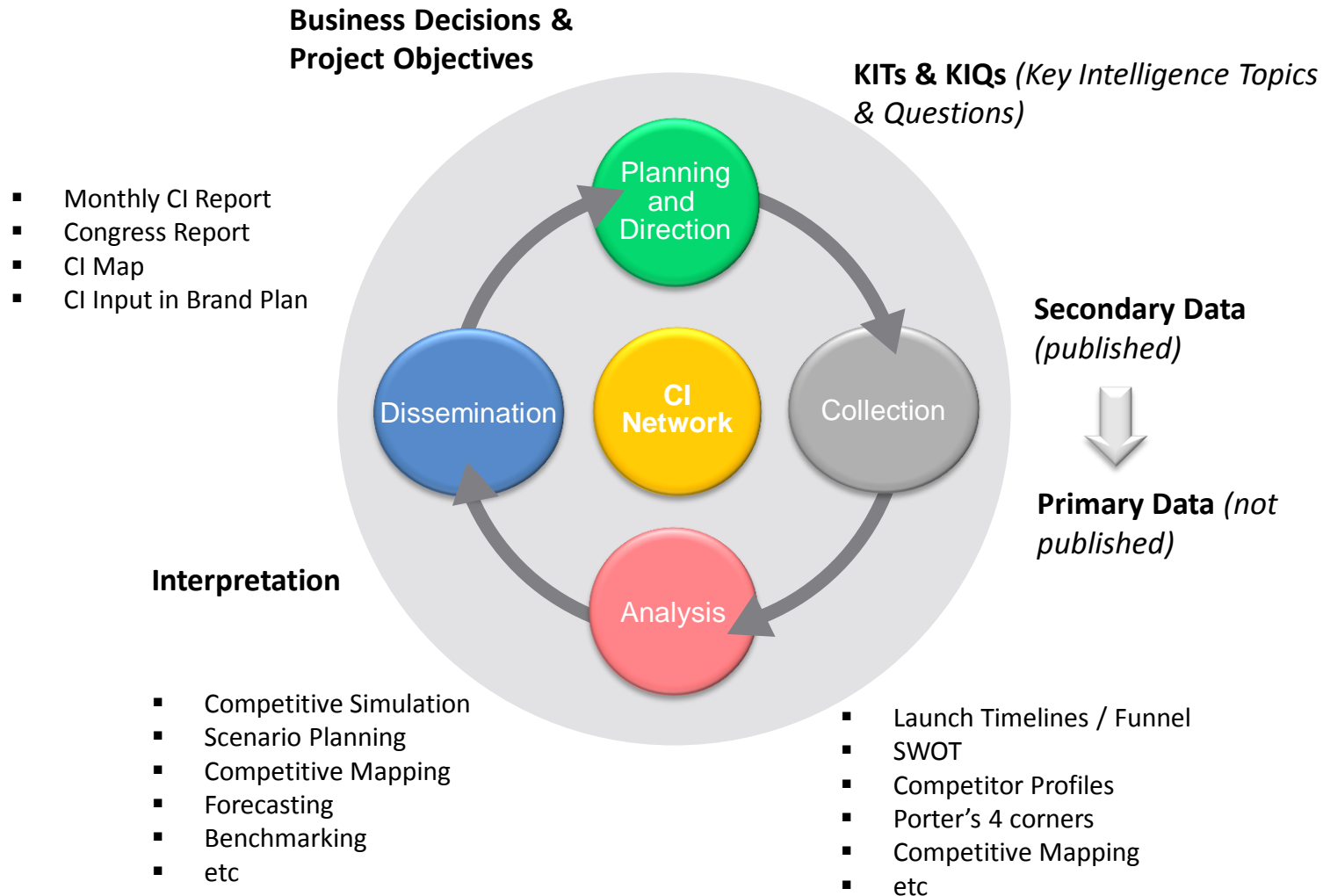
CI or **Competitive Intelligence** is described as a process of gathering, analyzing and interpreting external information to guide a company's strategy, planning, and tactical decision making in commercial operations.

- To anticipate and exploit opportunities for growth and innovation in the future
- To understand and mitigate risks and threats to current, status quo lines of business to grow market share in the present

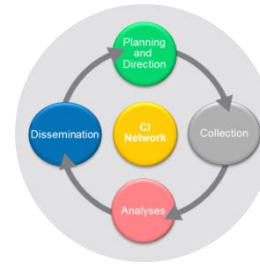
Objectives

- Gain and sustain the competitive edge: Impact on sales!
- Prepare for your own product launch or a competitor launch: Fast proactive decisions and measures, communication advantage
- Support your staff recruitment process
- Prepare for environmental changes

4 Phases - CI Process: Before the Game is After the Game!



Competitive Intelligence: CI with Us – Key take aways



Competitive Intelligence is the **knowledge about the competition** and one of the key success factors for the future of your company and your products.:

- CI is key to gain and sustain your **competitive edge**.
- CI is very **well planned and structured closed loop process**,
- Which leads **from information to decisions and actionable strategies and tactics**.

FREUND INSPIRED MOVE guides you to maximize your CI input and strategic output:

- Set up and optimize CI structures in your company (national/international)
- Support in all 4 phases – data collection, analysis, dissemination, planning&direction
- Design and facilitation of competitive simulations
- Integration in strategies and tactics
- CI Training for CI managers and all staff, e.g. How to do CI?, Protect your company, etc.

From Information to Insights and Implementation!

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 Life-Vision
- **Business Coaching:** Career Decisions, Inspirational Leadership and Health-Vitality

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