

Knowledge *in*Form

Training Services & Solutions



- Competitive Intelligence
- Market Intelligence
- Strategic Research & Analysis



Table of Contents

Training Services Overview.	3
Competitive Intelligence Training.	5
Market Intelligence Training.	6
Strategic Research & Analysis Training.	7
Instructors: Experience & Commitment.	8



Collaboration & Commitment

Combining our expertise in intelligence, our understanding of business & industry, and our experience in training & education, our trainers design your courses and training programs to suit your requirements. Throughout the process, we advise and collaborate with our clients’ managers, trainees, and training departments. Our commitment to training business professionals is supported by our membership and involvement in the American Society for Training & Development (ASTD).

Training Services Overview

Knowledge *inForm* understands that the business environment is increasingly competitive and value-driven. Business professionals are required to build their skills and knowledge more quickly and effectively than ever before. Our intelligence training services are flexible and adaptable to any size organization and any delivery method. We offer both one-time and continuous training programs, which maybe developed specifically for your organization.

Customized Content

Knowledge *inForm* believes that custom content creates the strongest impact for our clients. We incorporate our clients' intelligence issues and questions and employ case study-based curricula in our training. Each class combines a set of core elements to ensure effective outcomes:

- Defined learning objectives
- Pre-training assessment surveys
- Knowledge *inForm*'s own course material, templates, and other tools
- Industry- and function-specific cases and examples
- Continuous feedback mechanisms
- Outcomes assessment

We provide learning experiences that can be put into immediate practice by our clients. For each course, we begin by discussing and outlining the learning requirements of your intelligence or business team. In designing your program, we identify your team members' functions, experience, background, burning questions, outstanding intelligence practice issue, and expectations — incorporating your intelligence issues and questions.

Real issues, real training, real intelligence.

Modular Approach

Knowledge *inForm* intelligence courses are designed to provide the flexibility companies need to deliver training content to a range of participants. Training services can also be delivered via a number of formats:

- **On Line:** *KiF* creates a customized curricula that you can distribute over your Intranet, as needed.
- **On Site:** *KiF* delivers in-house seminars as a one-time or continuing education effort
- **In Print:** *KiF* publishes Know!Books that you can purchase and peruse at your convenience.

Client Satisfaction

With over two decades of combined experience in research, intelligence, and training professionals, **Knowledge inForm's** instructors has successfully trained clients in a variety of businesses across all industries. We offer confidential services and promote ethical intelligence practices. Here are comments from some of our clients:

"Our company conducts training twice a year. This is without a doubt the best training I've experienced as a professional."

— Intelligence Researcher & Analyst, leading financial services firm

"I didn't realize there was so much I didn't know about intelligence tools & practices. Your training has given us valuable new techniques and the awareness to enhance our competitiveness. Excellent!"

— Product Manager, leading high tech company

"Very well done! I've been a participant in other seminars and this was by far the most well run."

— Information Manager, law firm

"This has helped me better understand how to deliver more effective products and services to my internal clients/users. Good money spent!"

— Business Analyst, service firm

"Your training has been my most valuable to date!"

— Researcher, leading information & content company

Knowledge inForm also works with associations and other organizations to provide professional development training programs for members.

Training Categories

We offer a range of introductory to advanced topics in the following intelligence categories:



Competitive Intelligence



Market Intelligence



Strategic Research & Analysis



Competitive Intelligence

Knowledge *inForm* helps companies and CI professionals develop and enhance their CI capabilities, including information collection, analysis, strategy development, and establishing a CI process. With high stakes and rising competition, good intelligence and effective training are important to business. We understand that each intelligence function requires distinct skills, well-developed competencies, and effective resources.

From introductory sessions to advanced topics and issues, we can create a program that suits your specific intelligence learning requirements in any competitive intelligence topic or issue, for any audience, at any learning level. Examples of topics include:

Introduction to Competitive Intelligence

- Intelligence Applications
- Intelligence Functions
- Intelligence Ethics

Managing the Intelligence Function

- Program Management
- Project Management
- Managing Intelligence Knowledge & Content

Competitive Intelligence Research: Published Sources

- Online sources: Tools & Techniques
- Print sources: Tools & Techniques

Competitive Intelligence Research: Human Sources

- Elicitation Techniques
- Trade Show and Event Collection

Competitive Intelligence Analysis

- Industry and Environmental Analysis
- Company Analysis
- Management Analysis



Market Intelligence

Market Research is a deceptively simple concept, usually defined as research conducted to understand the needs of the market. Now market research must incorporate information about new technologies, competitive pressures, industry changes, and globalization to truly understand what is driving a market. Unless you understand how & why your customers purchase products/services AND how & why your competitors make their products/services, your own strategic plans may not be able to effectively guide your company to success.

Knowledge *inForm*'s market research/intelligence courses are designed to evolve your market research projects from market research to market intelligence. From introductory sessions to advanced topics and issues, we can create a program that suits your specific intelligence learning requirements, for audiences at any learning level. Examples of courses include:

Market Research Techniques: Marketing Mix

- Choose research techniques for each of the Four P's
- Craft marketing strategies using the Marketing Mix
- Define the Four P's

Market Research Techniques: Surveys

- Craft relevant survey questions
- Define survey objectives
- Select appropriate survey methodologies

The Market Intelligence CircleSM

- Craft research questions/projects
- Integrate research results and corporate strategy
- Interpret data using the Market Intelligence CircleSM



Strategic Research & Analysis

Today's business professional is required to be an expert in his/her function and a savvy information professional. Conducting effective and efficient research projects to obtain & analyze current information is critical to succeeding in our fast-paced business environment.

Knowledge *in*Form's Strategic Research & Analysis courses migrate business professionals from project management to information analysis to entrepreneurship. From introductory sessions to advanced topics and issues, we can create a program that suits your specific strategic research & analysis topic or issue, for audiences at any learning level:

Analytical Models

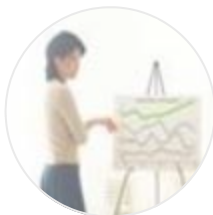
- Analyze research data using analytical models
- Select the most appropriate model for the analysis required
- Understand the purpose of each model

Entrepreneurship & Business Financing

- Assess your financial risk tolerance
- Define your business concept
- Research your customers and competitors

Project Management

- Master basic principles of PM
- Utilize PM templates and worksheets



Instructors: Experience & Commitment

Knowledge *inForm*'s instructors have over two decades of combined experience in research, intelligence, and training professionals. They bring an understanding of business, education, and professional development to their instruction, and take an active part in a number of business, industry, and training associations. Our training teams are lead by Knowledge *inForm* Principals Cynthia Cheng Correia and Samantha Chmelik:

Cynthia Cheng Correia

A noted author and speaker on competitive intelligence and information/knowledge-related topics, Cynthia Cheng Correia is the lead instructor for Knowledge *inForm*'s Competitive Intelligence series of Know!Books, webinars, and seminars. Ms. Correia has conducted training seminars for the Society of Competitive Intelligence (SCIP), American Association of Law Librarians (AALL), and the Special Libraries Association (SLA). She is also adjunct faculty at the Simmons College Graduate School of Library and Information Science and the curricula developer & lead instructor for the Special Libraries Association's Click University Competitive Intelligence Certificates Program.

Samantha Chmelik

Samantha Chmelik is the lead instructor for the Market Intelligence and Strategic Research & Analysis series of Know!Books and seminars offered by Knowledge *inForm*. She has conducted training workshops on market intelligence, project management, and research/strategy-related topics for corporations, the Society of Competitive Intelligence Professionals (SCIP), the Special Libraries Association (SLA), and The Women's Business Center. She is an instructor for the Special Libraries Association's Click University Competitive Intelligence Certificates Program.

Knowledge *in*Form

Knowledge *into* ActionSM

Tel: (001) 617-479-7862

Web: www.knowledgeinform.com

E-mail: info@knowledgeinform.com

Blog: knowinform.wordpress.com

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Knowledge *in*Form, Inc. • 545 Hancock Street, Suite 2 • Quincy, MA 02170.1942 • USA