



The Gold Standard in CI Training® for over 30 Years

Competitive Intelligence Seminars Professional CIP™ Certificate Program

The First Global CI Professional Certification Program

We build careers. You have impact. Get your certification.

You have **two training options**

LIVE Workshops



DISTANCE Learning



Amsterdam April 24–28, 2017 | Boston June 12–16, 2017 | Boston October 23–27, 2017

Choose courses based on your needs or take all required courses for certification.

Register at www.academyci.com or call 888.732.6812 (Outside U.S. +1.630.983.5530)

“The combination of theory, practice, and world class teachers makes this one of the most valuable five days of my career!” – Hanadi Said, TEVA Pharmaceuticals

“It is easy to see how ACI has become a cornerstone for CI.” – Jeff Orf, The Boeing Co.

“The best education I have had to date!” – David Owen, Nuance Communications

“I guarantee anyone in any position of any company in any industry will learn something new.” – Dean Sotiriadis, Investors Group

Faculty Founders

All SCIP Meritorious

Award Winners

Competitive Intelligence Professional (CIP™-I),
Master of CI (CIP™-II) Certification

The Only CI Program to be an Accredited Provider by the International Association for Continuing Education and Training (IACET) and to offer CEUs



Professional (CIP™) Certificate Program

2017 Competitive Intelligence Seminars

CIP™-I Core Certification Courses

Collections & Benchmarking

CI 101® Intelligence Sources & Collection Techniques .7 CEU Credit

Unique exercises in Human Source Collection
Amsterdam April 24, Boston June 12, October 23

CI 202® Competitive Benchmarking & Tactical Analysis .7 CEU Credit

Analyze a rival's true capabilities, cost of operations
and immediate future actions
Amsterdam April 25, Boston June 13, October 24

The Analytical Framework

CI 301 Competitive Blindspots .7 CEU Credit

Pinpoint competitors' soft spots, blind spots, and
strategic vulnerabilities
Amsterdam April 26, Boston June 14, October 25

CI 302 Cross-Competitor Analysis .7 CEU Credit

Simplify predictions of competitors' moves and counter
moves when multiple competitors are involved
Amsterdam April 27, Boston June 15, October 26

Management

CI 303 Creating and Running a World Class Intelligence Operation .7 CEU Credit

Learn how to build a professional intelligence process
used by successful CI organizations worldwide
Amsterdam April 28, Boston June 16, October 27

Master of CI CIP™-II Certification Courses

Strategic Applications

CI 401 War Gaming Theory and Practice 1.7 CEU Credits

Understand and practice all the steps
needed to organize and play effective war games
Boston June 12–13

Advanced Analysis

CI 402 Value Chain Analysis .7 CEU Credit

Understand a rival's value of its strategic differentiation
– and the threats to your own company's position
Boston June 14

CI 403 Anticipating Disruptions – Scenario Analysis Tools and Techniques 1.4 CEU Credits

Mitigate uncertainty by anticipating shifts
in strategic drivers and their early warning indicators,
and by generating alternative scenarios and strategies for
navigating the future competitive landscape
Boston June 15–16

Powerful Statistics

9,000 Graduates worldwide
61 Alumni countries represented
81% Alumni return for additional courses
1,500 CIP® Certificates awarded
8,000 CEUs granted

Go to www.academyci.com for details on
everything you see here, including course
descriptions and faculty experience.

Register for courses at www.academyci.com

Continuing Education-Enrichment Courses (online)

Continuing education with easy, online access. These
mini-workshops are available both free and for a fee. All
you need to do is register.

Social Networking: Best-in-Class CI Techniques (free)

Learn how to leverage social media to enhance your
understanding of competitors

Industry Profit Pool Analysis (free)

Find the sources of profitability in an industry's value chain

Communicating CI to Senior Management

Learn how to present your analysis with poise,
confidence, and impact

Building a World Class CI Function into Mgmt's Trusted Decision Partner (free)

Taught by Cliff Kalb, former global intelligence head at
Merck & Co

Financial Forensics

This fast-paced, dynamic program will equip you to unravel
your competitors' financial statements and zero in on
potential financial challenges or new strategic initiatives

Testing Your Competitive Story

Is it possible that you or your decision makers are getting
your competitive picture wrong? "Key Success Factors" (KSF)
reflect management and analyst assumptions about the
drivers of success in a strategic group. It can be a powerful
tool for quickly identifying where advantage may reside

Strategy for the CI Professional

As part of a war game, and more generally, as part of
analyzing competitors, one needs to be able to evaluate the
soundness of strategy as well as evaluate competitive moves
for their probability of success

Faculty Leaders All SCIP Meritorious Award Recipients



Leonard Fuld



Ben Gilad



Jan Herring

Our faculty leaders have appeared in The Wall Street Journal, Harvard Business Review, The Economist, Business Week, Time, Newsweek, Bloomberg, CIO, Chief Executive, Fast Company, Forbes, Fortune. Our nearly dozen faculty have also taught at Harvard, Wharton, Caltech, MIT.

Go to www.academyci.com for details on everything you see here, from course descriptions to faculty

You Can Receive Both Certification & Global CEUs

Our CIP™ Certificate Program has two levels, accommodating the different needs of our student body.

CIP™-I Core Certification

This certification level requires you to complete all five core courses and pass the CIP™-I exam. This level is suitable for starting CI analysts and managers with part time responsibility for CI in their jobs.

Master of CI CIP™-II Certification

In order to receive Master of CI Certification, you must be CIP™-I certified, take the three Advanced courses and pass the CIP™-II exam. This level is a necessary requirement today for those choosing a career in CI.

You Have Two Training Options



Live Workshops

In addition to benefiting from small-class sessions and lively Q&A with expert faculty, you will learn practical lessons and tools. Joint exercises and lively classroom discussions all add up to an unmatched CI learning environment. Work in teams to solve challenging case exercises. Feel the momentum build as you complete each course and network with other attendees who are from all over the world.



Distance Learning

Live workshops remain the best way to truly receive world-class training. Inevitably, the questions you ask in class, the exercises you go through and the one-on-one interaction with colleagues and faculty during breaks and case analyses help you apply the material to your specific needs. If you cannot attend a live course, you can gain access to a video streaming version of the same program. With the distance learning option, you get training on demand 24/7, you receive access to the web streaming videos for six months and details for downloading materials for each of the courses (e.g. Harvard Business School cases) which you can print out at your leisure.

ACI COURSE COMPETENCY CHART

Take the CIP™ Level I and or Level II courses for certification or you can pick and choose courses that are specifically of interest to you. Certification is not required. (Live and Distance Learning Options.)

COMPETENCIES

	Human Source Collection	Assess privately-held companies	Financial analysis techniques	Conduct analysis & delivery of intelligence	Build world-class market & industry trends	Pinpoint critical information	Know & apply ethical & legal guidelines	Manage the project	Identify changes in market conditions	Read financial signals	Develop proactive strategy	Evaluate strategic risks	Communicate with senior management	Manage client expectations	Build an early warning function	Understand organizational impact of intelligence
CIP™-I Core Courses																
CI 101® Intelligence Sources & Collection Techniques	●	●				●	●									
CI 202® Competitive Benchmarking & Tactical Analysis	●			●						●						●
CI 301 Competitive Blindspots				●	●				●		●	●			●	●
CI 302 Cross-Competitor Analysis				●	●				●		●	●				●
CI 303 Creating a World Class Intelligence Operation					●			●					●	●		●
Master of CI CIP™-II Advanced Courses																
CI 401 War Gaming: Theory and Practice				●				●	●	●	●	●				●
CI 402 Value Chain Analysis				●				●	●	●	●	●				
CI 403 Anticipating Disruptions				●				●		●	●	●				●
Enrichment Courses																
Ethical Boundaries				●	●		●	●			●	●	●	●		
Intel. Operation and Management's Decision Partner				●	●	●		●					●	●		
Profit Pool Analysis				●	●				●		●					
Testing Your Competitive Story								●	●	●					●	
Communicating CI to Senior Management													●	●	●	
Strategy for the CI Professional*										●	●	●				
Financial Forensics*				●					●	●						
Social Networking: Best-in-Class CI Techniques	●	●				●			●	●						

*Distance Learning Only

Only Training to Grant Global CEUs!

Fuld-Gilad-Herring ACI is an Accredited Provider by the International Association for Continuing Education and Training (IACET).



The ACI training program is the only one in the field of CI approved and accredited by the International Association for Continuing Education and Training (IACET). In earning this seal of approval, you are ensured that the Academy is delivering training at the highest standards available today in the global training community.

Competitive Intelligence Seminars

OUR ALUMNI CAN TELL YOU WHY WE'RE BEST IN CLASS PARTIAL LIST OF GLOBAL CORPORATE ALUMNI

3M Company	Boeing	Dow Chemical	Harvard Pilgrim Health Care	Lexmark International	Ortho-McNeil Pharmaceutical	Simplex Time Recorder
ABB Asea Brown Boveri	Bombardier Aerospace	Dow Corning	HDI-Gerling	Liberty Mutual Insurance	Otis Elevator	Singapore Polytechnic
Abbott Laboratories	Bonneville Power	Dow Jones	Heidelberg USA	LifeSpan	Owens-Corning	SKF Aerospace
Accenture	Administration	DuPont Pharmaceuticals	Helene Curtis	Lindie Gas	Pacific Gas & Electric	Sobey's Sonoco
Acciona SA	Booz Allen Hamilton	Duke Energy	Hewlett Associates	Lockheed Martin	PacificCare Health Systems	Sprint Communications
Adobe Systems	Boston Scientific	EADS	Hewlett-Packard	Lyonnais Des Eaux	Pasteur Merieux Connaught	State Farm Insurance
Aetna US Healthcare	BP International	Eastman Chemical	Hitachi	Mallinckrodt	PerkinElmer	Company
Agilent	Bristol-Myers Squibb	Eastman Kodak	Honeywell	Manulife Financial	Perot Systems	State Street Corp.
Air Liquide America	British Nuclear Fuels p.l.c.	ECI Telecom Ltd., Israel	HSBC Finance Corp.	Marakon Associates	Petrobras	Statoil
Air Products & Chemicals	C.R. Bard	Economic Development	Husky Injection Molding	Mars	Petro-Canada	Sterling Commerce
Alberta Energy Company Ltd.	CalEnergy Company	Board, Singapore	Systems Ltd.	McGraw-Hill	Pfizer	Sun Life Financial
Alcatel-Lucent	Campbell Soup	Ecopetrol	Hydro Agri Europe	McKinsey	PGG Fiber Glass Europe	Sun Microsystems
ALCOA	CANAC	EG&G	IBM	Mead	Philips Healthcare	Symantec
Alcon Laboratories	Canam Manac Group	El Paso Electric	ICP Portugese	Mead Johnson Nutritionals	Pitney-Bowes	Synverse Technologies
Allergan	Capital One	Electronic Data Systems	Communications Institute	Medtronic	PNC Bank	Target
Alliant Energy	Carrier	Eli Lilly	Imasco Ltd.	Mercer Management	PPL	Telcordia
AlliedSignal	Castrol N.A.	Embraer	Imperial Oil Ltd.	Consulting	Pratt & Whitney	TetraPak
Alstom Power	Caterpillar	EMC	Industry Canada	Merck	Price Waterhouse Coopers	Texas Instruments
AOL	CEMEX	Energizer	IndyMac Bank	MetLife	Procter & Gamble	Textron Systems
American Century	CG Power Systems Chevron	Enterprise Ireland	Ingram Barge	Michelin	Providian Financial	Thermo Fisher Scientific
Investments	CGGVeritas	Enterprise Rent A Car	Inland Steel Industries	Microsoft	Public Service Electric & Gas	Thomson & Thomson
American Express	Cia Siderurgica Bello Mineira	Epson America	Instituto Mexicano del	Milliken	Putnam Investments	Timken
Amgen	CIBA Vision	Ernst & Young	Petroleo	Millipore	R.R. Donnelley & Sons	Toshiba America
Amoco Chemical	CIGNA	E-Systems	Intel	Minute Maid	Ralston Purina	Toys "R" Us
Amway	Cinergy	Ethicon Endosurgery	International Paper	Molson Breweries	Raytheon	Trans Alta Utilities
Anheuser-Busch	Cisco	Eveready Battery	Jabil	Monsanto	Reebok	Transamerica Asset
Apple	CMHC/SCHL Canada	Excelegy	J.D. Edwards	Motorola	Retevision	Management
ARCO Chemical	CNA Insurance	ExxonMobil	John Hancock	Mutual of Omaha	Rhone-Poulenc Rorer	Transpower NZ Limited
Armco	Coca-Cola	Fannie Mae	Johnson & Johnson	Nabisco	Ricoh	Trojan Technologies
Armstrong World Industries	Cognex	Farmland Foods	Johnson Controls	National Bank of Canada	Rio Tinto Diamonds	TRW
Ashland Chemical	Colonial Life & Accident	FedEx	Kaiser Permanente	National Semiconductor	Roche	UCB Pharmaceuticals
AstraZeneca Pharmaceuticals	Insurance	Fidelity Investments	Keane	Nationwide Insurance	Rockwell Collins	Union Carbide
AT&T	ComEd/Unicom	Ford Motor	Kellogg	NEC America	Rohm and Haas	Union Gas Ltd.
ATK	Copenhagen Airports	Freddie Mac	Kemper Insurance	Nestle USA	Royal Insurance Canada	United Parcel Service
BAE Systems	ConAgra	Fujitsu Research Institute,	Kent Ridge Digital Labs,	New York Times	S.C. Johnson	USAA
Bandag	Constellation Energy Group	Japan	Singapore	Nortel	SABIC Industrial Complex	Valassis
Bank of America	Continental Cablevision	GATX	Keyspan Energy	Northeast Utilities Service	Sandia National Laboratories	Vale Oil & Gas
Batesville Casket	Coors Brewing	Genentech	Kimberly-Clark	Northern States Power	Sanofi-Aventis	Verizon
Battelle Memorial Institute	Corning	General Dynamics	Kinetic Concepts	Northern Trust	SAP America	Vertex Pharmaceuticals
Bausch & Lomb	CPC International	General Motors	Koch Industries	Northrop Grumman	Sara Lee	Volvo
Baxter Healthcare	Cubist Pharmaceuticals	Genzyme	KPMG	Northwestern Mutual	Sasol Chemical Industries	VSNL International
Bayer	Daniel Swarovski	Georgia-Pacific	Kraft Foods	NOVA Chemicals	SBC Communications	Canada
BC Hydro	Dayton Power & Light	GlaxoSmithKline	Labatt Brewing Ltd.	Nova Scotia Power	Searle de Mexico, S.A. de C.V	XL Insurance Limited
Benjamin Moore	Delphi Delco Electronics	Goodyear Tire & Rubber	Lear	Novartis International AG	Shell	
Bestfoods	Systems	Gruenthal	Level 3	Novo Nordisk	Shire Pharmaceuticals	
Blue Cross Blue Shield	Dept of Industry, Canada	Halliburton	Lundbeck A/S	Olin	Siemens Energy &	
Boehringer-Ingelheim	Discover Novus	Hartford Life Insurance	Lexis-Nexis	Ontario Power Generation	Automation	

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