



The Gold Standard in CI Training® for over 30 Years

Competitive and Market Intelligence Workshops

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



Chicago, IL November 12-16, 2018 | **Ft. Lauderdale, FL** Feb. 4-8, 2019 | **New Orleans, LA** June 17-21, 2018

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

Register at www.academyci.com or call 630.983.5530

“The training, education, and discussions I’ve had with ACI dramatically improved my ability to facilitate and influence our C-suite as we developed, tested, and adapted our strategy. Thanks to ACI I am able to effectively detect undisclosed assumptions, and challenge and redirect discussions with authority.” – Quentin Smith, USAA

“An incredible set of pivotal lessons on CI. This training is an absolute must have for everyone in the CI profession.” – Carlos Cruz, Chevron Phillips Chemicals

“The training provided by ACI was critical in our effort to build a world-class competitive intelligence function.” – Troy Pfeffer, Cintas Corporation

“If strategy is important to your company (as it should be) the Analytical and Strategic training ACI offers should not be missed!!” – Bhadra Menon, Cargill

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

Fall 2018–Spring 2019 Competitive and Market Intelligence Workshops

CIP™-I Core Certification Courses

Collection

NEW! CI 101®/102® Competitive Intelligence Planning & Collection

.7 CEU Credit

Plan and execute an effective competitive intelligence effort, including human sources *Chicago, IL November 12*
Ft. Lauderdale, FL February 4 | New Orleans, LA June 17

The Analytical Framework

CI 301 Competitive Blindspots .7 CEU Credit

Pinpoint competitors' soft spots, blind spots, and strategic vulnerabilities *Chicago, IL November 13*

Ft. Lauderdale, FL February 5 | New Orleans, LA June 18

CI 302 Cross-Competitor Analysis

.7 CEU Credit

Simplify predictions of competitors' moves and counter moves when multiple competitors are involved

Chicago, IL November 14 | Ft. Lauderdale, FL February 6

New Orleans, LA June 19

NEW! CI 303 Structured Intelligence Analysis Techniques .7 CEU Credit

This course introduces students to a class of analytic techniques that contribute to the disciplined and objective analysis of intelligence. The techniques covered in the course come from both business and intelligence community sources and will add to students' toolkits of relevant analytic frameworks for competitive intelligence analysis. *Chicago, IL November 15*

Ft. Lauderdale, FL February 7 | New Orleans, LA June 20

Communication

NEW! CI 304 Reporting & Communication of Intelligence .7 CEU Credit

The course is designed to assist CI professionals and their managers. It will cover BOTH building CI competencies inside the organization as well as managing outsourced CI processes, both with the aim of establishing CI in the enterprise as a decision-support and high-value function.

Chicago, IL November 16 | Ft. Lauderdale, FL February 8

New Orleans, LA June 21

Master of CI CIP™-II Certification Courses

Strategic Applications

CI 401 War Gaming Theory and Practice

1.8 CEU Credits Understand and practice all the steps needed to organize and play effective war games

New Orleans, LA June 20-21

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

New Orleans, LA June 17

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

New Orleans, LA June 18-19

Register for courses at www.academyci.com

Continuing Education-Enrichment Courses

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

Industry Profit Pool Analysis (free)

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

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

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

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

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

Faculty Leaders All SCIP Meritorious Award Recipients



Ben Gilad



Dr. Helen Rothberg



Ken Sawka



Robert Flynn

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*, *CI Magazine*, and written many books. They are SCIP Meritorious Award Recipients and SCIP Fellows. Our faculty have also taught at Harvard, Wharton, Caltech, Rutgers, MIT, Northeastern and Marist, and have been representatives to the United Nations and worked in intelligence at the Central Intelligence Agency.

Global Alumni Stats at the Academy of Competitive Intelligence

At the Academy of Competitive Intelligence (ACI), alumni represent nearly every industry from around the world. They bring with them rich and diverse backgrounds. Some are engineers, others marketing experts, product managers, physicians, scientists, as well as senior managers and consultants. The Academy of Competitive Intelligence (ACI) measures its success based on alumni satisfaction. Here are some alumni statistics showing how our alumni "vote" us a world-class educational organization:

 **9000+ Alumni**

Total Academy of Competitive Intelligence (ACI) Alumni Worldwide and Growing

 **2500+**

Certified CI Professionals of the Academy of Competitive Intelligence

 **81%**

Returning Alumni that Take Additional Courses

 **50%**

Fortune 500s Sending Employees to ACI Courses

 **71**

Number of Countries Represented by ACI Alumni

 **600+**

Number of Industries Represented by ACI Alumni

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.

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 and Market Intelligence Workshops

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

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

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