

Summary: Key Competitive Analyses

- Analysis of the gathered competitive intelligence (CI) is key to deriving actionable intelligence for business leaders.
- Some of the frequently conducted analysis on the CI gathered include, but are not limited to:
 - **Win-Loss Analysis:** This involves interviewing and gauging customer satisfaction by gathering information from new, current and past customers, and using this information to pre-emptively develop customer attraction and retention programs, product roadmaps, and overall company strategy.
 - **Four Corners Analysis:** Analyzing publicly available competitive information, such as financial results, investor calls, job postings, news announcements, marketing collateral, etc. to piece together competitors' current strategy, future goals, assumptions and capabilities in order to determine competitors' future plan of action.
 - **Business War Games:** Conducting facilitated scenario planning sessions with a wide spectrum of business leaders, where competitive inputs are used to pre-empt potential competitor strategy and decide course of action in possible future scenarios.
- The goal of CI is to enable decision makers to act swiftly by anticipating potential moves by external parties that impact the business. This requires maintaining a wider perspective and taking a long term of the overall business environment.