

90 Days to a Competitive Intelligence Sharing Program

Follow these steps to begin getting competitive intel insights from your employees in 90 days.

30 DAYS



Strategy & Set-up

- ✓ Identify which disciplines discover competitive intel and what systems they use.
- ✓ Define what types of competitive intel you want to receive.
- ✓ Configure the competitive intelligence sharing engine to simplify sharing.

60 DAYS



Key Stakeholder Interviews

- ✓ Introduce yourself to key stakeholders, interview them to learn their needs, and adjust your strategy accordingly.
- ✓ Ask key stakeholders to be the first to start sharing competitive intel.
- ✓ Ask key stakeholders to integrate competitive intel sharing into their regular business cadence.

90 DAYS

Roll-Out

- ✓ Launch the competitive intelligence sharing program to the broader organization with fanfare - make it exciting and demonstrate the value to them.
- ✓ Reward participation by highlighting top contributors and planning giveaways, awards or other incentives for sharing.
- ✓ Build habits with keyword prompts: Remind employees to share competitive intelligence when they mention competitor names or other key terms in their regular communication systems (Slack, Teams).

Want to launch even sooner?
Let Groopit help.

Learn more at Groopit.co/CI