

GROWTH IN 2018

ATLANTIC CANADA

# GENERATING INSIGHTS FOR BUSINESS STRATEGY

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VENN INNOVATION & REGIONAL PARTNERS  
SUPPORTED BY ACOA

IT'S TIME...

# THIS IS YOUR YEAR FOR ANSWERS

How can I grow my sales?

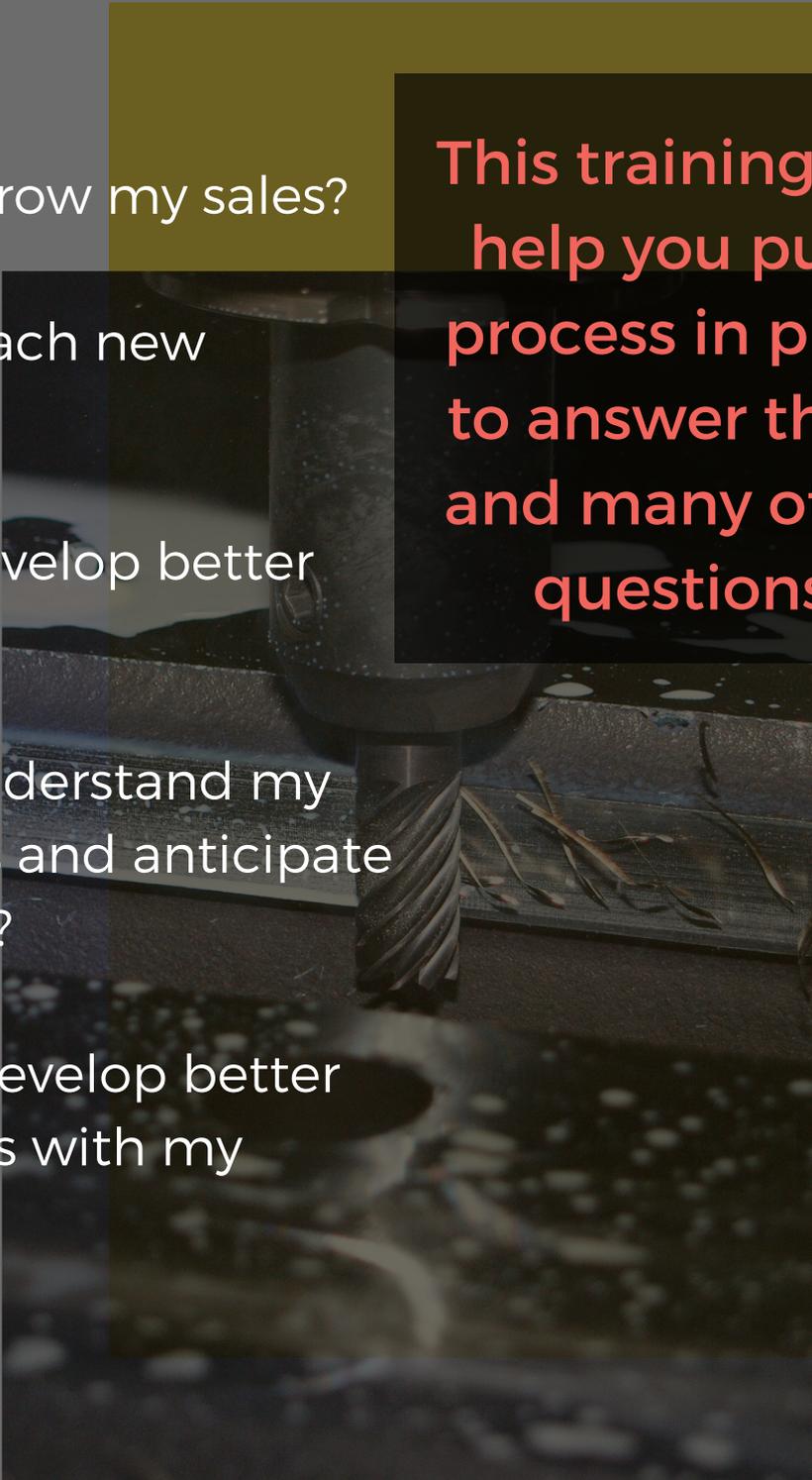
How do I reach new markets?

How do I develop better products?

How do I understand my competitors and anticipate their moves?

How can I develop better relationships with my customers?

**This training will help you put a process in place to answer these and many other questions.**



WHAT IS THIS TRAINING?

# USING COMPETITIVE INTELLIGENCE FOR BUSINESS GROWTH

How we can grow?

This question is one that companies are asking all the time, especially in 2018.

Trying to understand where markets are going, why a customer is buying, and what is your sales, marketing and distribution strategy: these are all complex issues.

It's about asking the right questions and developing a process to drive growth in your business. We want to help you do that.

So, how can you develop a real plan to move things forward? How can you be successful in an environment that continues to get more and more competitive?

Competitive Intelligence training is the answer.

While you might be saying, "what is that?", in reality, you're probably already doing it.

You're going out and talking to people and employees, gathering information and asking, "What does this all mean?" That's it! That's competitive intelligence.



ABOUT THE FACILITATOR

# JONATHAN CALOF

Jonathan Calof, Ph.D, is recognized as one of the leaders in intelligence and foresight. A full professor of International Business and Strategy at the Telfer School of Management at the University of Ottawa, Dr. Calof combines research and consulting in competitive intelligence, technical foresight and business analytics to help organizations develop key insights on their competitive environment.

Jonathan has given over 1000 speeches, seminars and keynote addresses around the world on intelligence, foresight and analytics and has helped several companies and government agencies around the world enhance their capabilities on these areas.

Find out more here!

A long-exposure photograph of a bridge at night. The bridge's steel structure is silhouetted against a dark blue sky. Multiple bright, colorful light trails (red, white, yellow) streak across the bridge's surface, suggesting traffic. A small yellow horizontal bar is positioned above the text.

IT'S TIME TO MEET YOUR BUSINESS GOALS.

AN OVERVIEW

# WHAT YOU CAN EXPECT



Training appropriate for all industries

Detailed training materials provided

Join a growing community of practitioners in Atlantic Canada

## DAY 1

UNDERSTANDING  
COMPETITIVE  
INTELLIGENCE

Jonathan Calof will break down what it is, how it applies to your business and will help you decide on a project to drive your business forward.

## THEN

A MONTH OF  
MENTORSHIP

Weekly connections with Jonathan Calof to help you go forward. Supplemental support from Venn Innovation.

## FINAL

SESSION - LAYS OUT  
THE PATH AHEAD.

## WHY THIS TRAINING?

# PROGRAM RESULTS

## 1-1

### MENTORSHIP WITH A GLOBAL LEADER

Your facilitator, Jonathan Calof, provides in-classroom training and focused mentorship during the month-long course. He works with governments and large companies all over the world, and now, he's working with you to solve your challenges.

## 1

### MONTH-LONG PROJECT TO MOVE YOUR BUSINESS FORWARD.

We're going to help you meet your business goals. With mentorship from Dr. Calof and support from Jonathan Dunnett (a practitioner with expansive experience), we're going to help you chart your growth plans for 2018 and beyond.

#### Case 1 - Product Development

**Situation:** A established software company in a competitive environment needs a new product for future growth. The company doesn't have a significant portion of market share and is expecting disruption in the next few years. Additionally, the current product doesn't fit the internal culture of the company.

**Result:** Through mentorship with Dr. Calof, with some assistance provided by Jonathan Dunnett at Venn Innovation, the company was able to put together a road map for the company's next product. The product will help future-proof the organization and build a product that is in line with the company's culture.

#### Case 2 - Competitor Analysis

**Situation:** A startup tech company is in a competitive space that is still growing. The market has significant upside and potential, and the company perceived that one competitor in particular was a significant threat.

**Result:** Dr. Calof and Jonathan Dunnett helped coach the startup to understand the key drivers of this competitor, helping them examine them with an in-depth analysis. At the end of the analysis, the company determined this competitor was not a primary threat, instead identifying another company that was a larger threat to their business.

"Companies that do have CI have been proven to be more **innovative.**" - Jonathan Calof

TESTIMONIALS

# WHAT PARTICIPANTS SAID

"Not having a background in marketing or CI, the course really opened my eyes to the potential of what can be accomplished and the knowledge that can be gained on your competitors and your market by using the proper techniques. I highly recommend this course."

"Jonathan Calof is an incredibly knowledgeable and passionate leader in the field of Competitive Intelligence. We left with a wealth of ideas and a roadmap to reach excellence in this discipline. He is dogged and vested in wanting to see you succeed in this area."

"The Competitive Intelligence sessions with Mr. Calof and the Venn Team were so important for me. Competitive Intelligence was a challenging task as I didn't know where to begin projects and it was hard to allocate my time properly. After completing the sessions, I now have the confidence and knowledge to propel our competitive intelligence projects to the next level."

## Case 3 - Market Analysis

**Situation:** An established service provider wants to examine a new market to see if there is opportunity for the company in that region.

**Result:** Through extensive work with Dr. Calof and Jonathan Dunnett with Venn Innovation, this company was able to determine a repeatable process to help with future market analysis and decision making. The company is now undertaking analysis to understand if the key criteria established internally will be met by these markets. The resulting process came from this training.

LET'S CONTINUE TO PAVE THE WAY FOR  
GROWTH IN ATLANTIC CANADA. TOGETHER.

READY TO GROW?

# NOW IS THE TIME

## WHAT'S IMPORTANT?

- Markets?
- Competitors?
- Strategy?
- Customers?

This program will help you make it happen.



## APPLY NOW!

## DETAILS

- \$575 (including tax)/company for up to 2 seats
- Location: All 4 Atlantic Provinces
- When: Contact us for details.
- For more information:  
Jonathan Dunnett  
[jonathan@venninnovation.com](mailto:jonathan@venninnovation.com)  
506-857-3877

"Information is  
useless. Intelligence  
is power."  
- Jonathan Calof