

Subject Matter Expert in
COMPETITIVE INTELLIGENCE

AWARDED TO:

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University of Ottawa

In recognition of successfully completing the required Competitive Intelligence/Market Insight courses:

[5 Pillars Every Intelligence Program Needs](#)

[Ethics and Legalities for Intelligence Programs](#)

[Using Social Media for Competitive Intelligence](#)

[Primary and Secondary Research Gathering Methods](#)

[What is Competitive Intelligence \(CI\) and What It Should Include](#)

[Part 1 & 2: Implementing a Win Loss Intelligence Program](#)

[Implementing Trade Show Intelligence Program](#)

[Porter's 4 Corners, 5 Forces, and 6 Forces](#)

[Customer Experience \(CX\) Management](#)

[Creating, Categorizing, and Assigning Key Performance Indicators \(KPI's\)](#)

[10 Steps to Implement a Customer Management Intelligence Program](#)

[Top Reasons Intelligence Programs Fail – and How to Avoid Them](#)

[Facts From 200 Organizations and their Intelligence Programs](#)

[Building Measurable KPI's For Any Intelligence Program](#)

[Implementing a Competitor Analysis Program](#)

[Turning Information Into Intelligence](#)

[Intelligence for Sales Enablement](#)

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