

Competitive Intelligence Innovation and Development

(French version)
An audiobook by

Henri Jean-Marie Dou

douhenri@yahoo.fr

<http://www.ciworldwide.org>



The first part is the overall presentation of Competitive Intelligence its background and its orientations.

The second part will deals with the various methods and tools used in Competitive Intelligence.

The third part will deals with various examples of applications of Competitive Intelligence in various countries

The fourth part will deal with the development of the French cluster policy (Poles of Competitiveness)

The fifth part will show how to develop a Competitive Intelligence Unit in a Company.

The conclusion will give somme recommendations and forthcoming trends in this discipline.

Où sommes nous ?
Où voulons nous aller ?
Comment allons nous y aller ?

Three main questions

Where are we ?
Where do we want to go ?
How will we go there ?

A new Economy and Geopolitics

Extract from the Straits Times (Singapore),
Friday, January 27th 2006 From Davos, Switzerland

"Harvard University president Lawrence Summers described as one of the most important moments of history:

Asia's new economic might.

What is happening in India and China ... the integration of the fourth-fifths of the world where people are poor with the one-fifth of the world where the people are rich, **has the potential to be one of three most important economic events in the last millennium, alongside the Renaissance and the industrial revolution**".

**The world is changing and so must
be our mind**

Competitive Intelligence with its fundamentals, methods and tools is one of the best « discipline » to help people to open their mind to the world, to change their mental model and:

To think out of the box



Today the old scheme **Capital, Labor and Land** which ensured the Industrial development two centuries ago is not effective any more. To the classical pillars Capital, Labor and Land a fourth one must be added **KNOWLEDGE**

We are in the Knowledge Society

Stevan Dedijer



Competitive Intelligence in Northern Europe

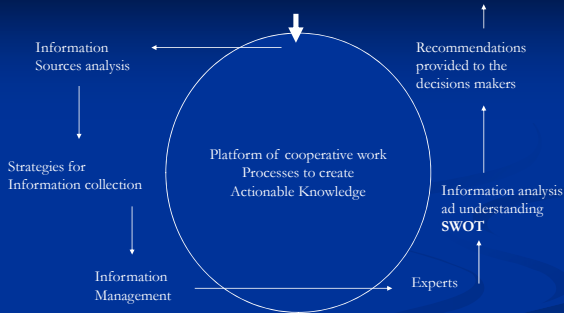
Stevan Dedijer is not any more. He died in Dubrovnik, June 14th, 2004 at the age of 93.

Stevan Dedijer

was a pioneer of the economic intelligence he inspired and influenced many experts, so much by his tireless research of the integration of the “disciplines of the intelligence”, that by its will to implement intelligent organizations at the service of human development.

« **The art of Intelligence is the art to ask the good questions !** »

Vision, Strategy and questions from the decision makers (Institutions, Companies, Policy makers ...)



Creating knowledge is a mixture of human skill and workflow technology

Competitive Intelligence is not What KM Is And Is Not

- ▶ **KM Is Not**
 - Market Research
 - Abstracts of News Articles
 - Thick Reports of Facts
 - **FOUND**
- ▶ **KM Is**
 - Processed Information
 - Actionable Information
 - Decision Support Information
 - **CREATED**

The process to create knowledge is fundamental

A KM Process

INNOVATION PRODUCTIVITY
COMPETITION SKILLS

3. Use Knowledge

2. Create Knowledge

1. Collect Information

Key Knowledge Topics

Request
Analyze
Answer

Search
Index
Categorize

Written Documents
Human Documents

Cipher www.cipher-bys.com Lotus www.lotus.com

Today Knowledge is linked to economy

A brief analysis of the various works published in the world underlines

The potential of clusters: The Competitive Advantages of Nations
by Michael Porter

The necessity of new Public and Private Partnerships (PPP):
the triple helix (Dutch school)



The link between Competitive Intelligence Innovation and Development is growing

Palmisano report: Innovate America (USA)

The U.S. Council on Competitiveness has unveiled a report entitled "Innovate America". Defining innovation as the "single most important factor in determining America's success through the 21 st century," the report clearly states America's task in the next 25 years is to "optimize [the] entire society for innovation."

Beffa report: Renewing the French Industrial Policy (France)

Increasing the R&D to be more innovative and competitive.

Carrayon report: Economic Intelligence and Social cohesion (France)

Economic intelligence will participate to the French Cohesion by increasing our competitiveness

Renaissance II report (Canada)

Canadian Creativeness and Innovation for the new millenium

Japan Law to promote the key role of **Technology Transfer** from University to industry (Law on the TLO: 1998) -The MITI (Ministry of International Trade and Industry) became the METI (Ministry of Economy, Trade and Industry) -The Council of Science & Technologie became the Council for S&T Policy

Australia Commonwealth 2001 – The Commonwealth Governments's Commitment to Innovation

Understanding the mecanism of Innovation

VINNOVA

Research and Innovation

Research: Money transformation to Knowledge & Competence

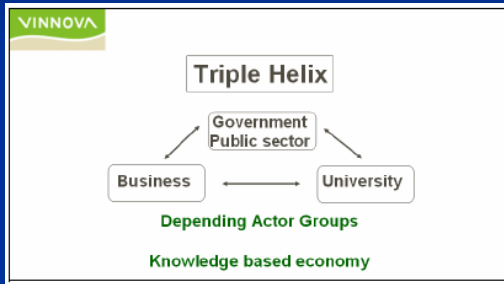
Innovation: Knowledge & Competence transformation to Money

Developing innovation system is to make above efficient, i.e. to make investment in R&D profitable. Identify bottlenecks and possibilities.

Sweden InterregIII

The triple helix mechanism

The Triple Helix concept was developed years ago by the Dutch research School. Today, with the globalization, the new clusters policy and the Competitive Intelligence it becomes a strategic issue for all countries.



The Competitive Intelligence will be the catalyst which will help to cement all the steps of the Intelligence Cycle in a mechanism used in all public or private institutions or companies. A Competitive Intelligence Unit will be the framework of this catalytic process.

The Actionable Knowledge (one of the most important asset) will be created by a mixture of Human Skill and workflow technology.

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