



SLA Click University's Competitive Intelligence Certificates Program: Benefits to Employers

As competitive intelligence has become an established and expected function in organizations around the world, information professionals are asked to provide vital support to intelligence generation or to establish and manage the intelligence function in their organizations. This expanded role requires knowledge, abilities, skills, and experience that are specific to intelligence practices, and which often require targeted awareness and training in established competitive intelligence techniques and tools.

Although available through various academic programs and through commercial services, formal competitive intelligence education and training have been well out of the reach of many information professionals, due to geography, scheduling, and costs. Moreover, some programs have lacked the balance of conceptual and practical approaches required for effective intelligence practice and application. The Competitive Intelligence Certificates Program has been designed to bring with reach the quality training information professionals need, with flexibility for them and for their organization.

SLA and Knowledge *inForm* recognize that professional development is a vital investment for organizations and their employees. In designing and delivering the Competitive Intelligence Certificates Program for our Members, we balance the needs of our program participants, their organizations, and good intelligence practices. The program curriculum was developed according to Knowledge *inForm*'s **Competitive Intelligence Competencies**, which defines essential knowledge, skills, abilities, and qualities important to effective intelligence practices in each major functional area of intelligence: planning & development, research, analysis, intelligence delivery, and managing intelligence.

Your employee participants will enjoy the benefits of dynamic and experienced instruction, an extensive curriculum, quality training material, and high value that is the hallmark of SLA's professional development programs and Knowledge *inForm*'s intelligence training. Additional benefits of the program include:

- Accreditation from the **International Association for Continuing Education and Training** (IACET), combined with **SLA**'s history and commitment to training, and **Knowledge *inForm***'s intelligence training and consulting expertise assures the quality that participants and employers require from a professional development program.

- A choice of three certificate tracks, each designed to suit the intelligence and other practical requirements of your organization.
- A practical approach that emphasizes the immediate application of the skills, techniques, and tools that are presented in the program – for immediate benefit to your organization.
- Training content that draws on the strengths of both academic and business intelligence training programs, with significant cost savings – and greater value.
- Flexibility thorough online and applied courses means less time spent traveling – and away from the office – while providing vital hands-on exercises and experience to employee participants.
- A self-paced program that enable employee participants to balance course work, their job responsibilities, and other requirements.
- The ability to complete the program in as little as 10 months to as long as 3 years, depending on your employee participant and your organization’s requirements and timeline.
- An emphasis on critical thinking and problem-solving in intelligence practices and decision-support through live-lectures, live and online discussions, readings, and exercises.
- A range of payment options and discounts that accommodate an organization’s procurement and budgetary requirements.
- Enhancing the competitive awareness and competitive intelligence skills of your employees. Your information and knowledge workers, in particular, will make greater contributions toward an organization’s decision-making function and competitiveness.
- A structured program that is designed to build on the skills, knowledge, and experience of information professionals, and enhance their contributions to your organization.
- The necessary depth and breadth of knowledge and understanding that will enable employees to start generating effective intelligence and establish greater credibility to intelligence efforts in your organization.