Optimize CI Collection:
Where PubINT Meets Humint
June 10, 4-5:30 p.m., Room 8, San Diego Convention Center

Ellen Naylor: +1-303-838-4545
ellen@thebisource.com
www.thebisource.com
http://cooperativeintelligenceblog.com
http://twitter.com/EllenNaylor
www.linkedin.com/in/ellennaylorcolorado
Press Releases

Source: Cynthia Lesky: “Business Research in the Age of Truthiness”
Healthy Skepticism: PubINT

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- Knowledge Building
  - Cost Effective
  - Less Risky
  - Convenient
  - Quick
  - Ethical compromises less likely
  - Accuracy
  - Timeliness
  - Bias
  - Human Error
  - Purposeful Deceit
Resources: Free or Fee?

• 67% use free; 53% commercial, 26% a mixture
• 32% constantly use tools: filter/receive alerts
• Commercial: LexisNexis, SharePoint, Salesforce, Intelligence Suite, Excel, Bloomberg, Factiva and Yammer
• Free: Google, Google Alerts, Google Reader, RSS, LinkedIn, Twitter and Dropbox
• Free Tools Only: 48% - Europe; 25% N America
• Analysts use free more than senior level analysts
• PCs most used: 78%

Social media is an important new piece of the competitive intelligence puzzle

- Supplements existing secondary sources
  - Look for patterns and information flows that are nearer to real time than traditional secondary sources
  - Diversify perspectives on your industry
  - Be skeptical of everything – it’s your job and good advice all the time anyway

- A new kind of primary intelligence
  - People who would never give interviews or get published share insight via social media
  - Get to know them and engage with them directly

Source: August Jackson @IntelCollab: “How to Monitor Social Media for Indicators of Industry and Market Change”
Social Media: Interactive

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• Expand Reach
• Accelerate Reach
• Check Sources
• Cross-check
• Dialog with Many
• Small World

• Time consuming
• Self appointed “Experts”
• Security
• Ethics
• Connect back to YOU!
HumINT: In Person

• Networking
• Interviews
• Trade Shows
The Interview Cycle

1. Planning

2. Executing
Listen for Cues
Deliver the Question/Comment
Listen to Target’s Response
Evaluate the Response
Probe the Response
Record the Response

3. Analyzing
Analyze your Behavior
Measure Reliability of Responses
Record Responses

Reflect & Repeat

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Connect with Internal Clients

CI stimulates information sharing from different functional areas.
Trade Shows:
Concentrated Intelligence
Voice/Video Communication

FaceTime

Hangouts
Win Loss Analysis

- Highest Value Research for Expended Effort
- Most Accurate Measurement of Positioning
- Huge Data/Insight Mining Opportunity
- Think They’re Already Doing It
- Benefits Overlooked Due to Politics
HumINT

+ Real-time
  Accurate
  Credibility
  Dialog
  Deeper
  Analysis

- Expensive
  Time!
  People Lie
  Wrong People
  Find YOU!
  Ethics
Cooperative Attitude
Thank You!

Ellen Naylor  +1.303.838.4545
ellen@thebisure.com  www.thebisure.com
http://cooperativeintelligenceblog.com
Naylor’s Mailer newsletter