IntelSource™

Certification Training from Humanvantage™

Bennion-Robertson
Competitive Advantage

Introduction

Bennion-Robertson provides client organizations with advance market information and targeted market influence.

Elements of the new Humanvantage™ practice will include training, consulting, and coaching in the development of both personal skills and corporate capabilities in understanding, predicting, and ethically influencing the behavior of people and other organizations. Humanvantage™ includes Intelsource™, a reformulated version of Bennion-Robertson's acclaimed humansource™ certification training. and a variety of related tools.

The new Intelsource™ certification will come at two levels: Gold and Platinum. A Gold-certified Intelsource™ graduate is equipped to help a business unit or a small office gather networked research information about prospective and current clients and competitors. A Platinum-certified Intelsource™ graduate is prepared to help a major corporation develop global human source networks that provide unparalleled early notification of opportunities and threats. All course topics are highly interactive, with practical application of the principles taught. Courses are normally taught at the client location, or at a corporate off-site facility, and are tailored to the client's individual needs and circumstances.

Training: Gold & Platinum

Gold Intelsource™		Platinum Intelsource™	
Reading Body Language	5 hours	Reading Body Language; Practicum	4 hours
Detecting Deception	2 hours	Detecting Deception, Advanced Topics	4 hours
Introductory Early Warning Systems	8 hours	Opportunity Scanning	8 hours
Conversational Intelligence	8 hours	EW Practicum	8 -16 hours
Intelligence Production Planning and Development	8 hours	Interviewing and Debriefing Skills	8 hours
Intelligence Presentation and Executive Engagement	6 hours	Intelligence Collection Management: Managing Networked Sources	16 hours

Gold Intelsource™

• **Reading Body Language** – How to read non-verbal cues to understand what others mean, and what is most important to them.

• **Detecting Deception** – Conversational tools for detecting when important truths are being altered or left out in crucial conversations.

• **Conversational Intelligence™** – How to convert networks of contacts into networks of active information sources, proactively providing advance information about customers, competitors, and markets.

• **Trade Show and Conference Intelligence Operations** – Getting the most information possible from trade shows and scientific conferences.

• **Introductory Early Warning Systems and Indicator Tree Development** – How to convert key business scenarios or questions into measurable, linked indicators that can be monitored for important market changes.

• **Intelligence Production Planning and Development**

• **Intelligence Presentation and Executive Engagement**

Platinum Intelsource™

• **Reading Body Language, Practicum** – The Gold course focuses on reading other people; *this* course adds the dimension of ensuring that you are portraying through your non-verbal communications precisely the language you wish to convey.

• **Detecting deception, advanced topics** – Includes the detection of deception in written materials; and additional exercises to identify deception in communications.

• **Early Warning Practicum** – Typically a two-day workshop that applies EW principles to a specific environment, resulting in prioritized intelligence and indicator trees, with a high-level intelligence collection plan.

• **Interviewing and Debriefing Skills** – No one can debrief themselves. This course provides the skills and practice necessary to ensure you get all key data pertaining to a particular subject – not just that information "they" decide you may need!

• **Intelligence Collection Management: Managing Networked Sources** – This course introduces social network analysis and the principles of operations security for intelligence managers.

More...

Other training, coaching, and consulting available through Humanvantage™ includes:

• Opportunity scanning
How can you actively scan the market environment for emerging opportunities? How can you quickly learn enough about them to rank them and to determine their viability for your enterprise? This course outlines some of the tools and techniques used in various world-class opportunity scanning processes, describing how various organizations perform each function described. It ends with a practical exercise for building an opportunity scanning process.

• Organizational decision culture profiling
How to analyze, assess, and to predict the choices of customers, competitors, and other organizations (such as regulators).

• Key Person Analysis
Every movement, and each organization has key individuals whose choices change the entire discussion. They are opinion leaders, or key decision makers. If you can affect their choices, you can affect the outcome. Key Person analysis consists of tools for analyzing the behavior, the language, and the preferences of these persons, identifying and understanding verbal and behavioral clues. This provides the basis for understanding or anticipating the behavior of these persons – and a framework for influence.

To speak to one of our consultants, please call: +1.801.377.2636

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