ATTANZ RESEARCH

8-WEEK MARKET INTELLIGENCE EDGE PROGRAM

WEEK 1: SEE THE REAL PICTURE

Understand what's really happening in your market beyond internal data.

WHY THIS MATTERS

Most organisations make decisions using internal reports, sales data and stakeholder opinions. While valuable, these sources only show part of the picture.

Markets change faster than internal reporting cycles. Customer needs evolve. Competitors shift position. New threats emerge.

The goal this week is to build an objective view of reality using external market signals.

YOUR OBJECTIVE THIS WEEK

Create a fact-based picture of your market by gathering evidence from outside your organisation.

Focus on observation before interpretation.

PRINCIPLE: OBSERVE → INSIGHT → DECISION

OBSERVE
Gather evidence from multiple sources.

INSIGHT
Look for patterns, trends and signals.

DECISION
Act based on evidence, not assumptions.

THE 5 AREAS TO EXPLORE

Use this checklist to build a comprehensive view of your market today.

1 MARKET ACTIVITY

- Is demand increasing, stable or declining?
- Are customers behaving differently?
- Are new trends emerging?
- Are competitors becoming more active?

2 CUSTOMER SIGNALS

- What problems are they discussing?
- What frustrations keep appearing?
- What outcomes are they trying to achieve?
- Have priorities changed recently?

3 COMPETITOR MOVES

- New products or services?
- New messaging or positioning?
- Pricing changes?
- Partnerships, acquisitions or recruitment activity?

4 MARKET DRIVERS

- Economic changes
- Technology developments
- Industry trends
- Regulatory or policy changes
- Social or behavioural shifts

5 OPPORTUNITIES & THREATS

- Where are new opportunities emerging?
- What risks should be monitored?
- What assumptions may no longer be true?
- What requires further investigation?

SOURCES OF EVIDENCE

Use a mix of sources to get the clearest possible picture.

INDUSTRY REPORTS & ANALYSTS

Identify emerging threats, trend shifts and structural changes.

NEWS & REGULATORY WATCH

Monitor policy changes, legal developments and macroeconomic updates.

CUSTOMER & MARKET FEEDBACK

Listen to customers, frontline teams and partners for early warning signs.

INTERNAL DATA & KPIS

Track leading indicators, performance anomalies and operational metrics.

EXPERT NETWORK & PEER INSIGHTS

Leverage external perspectives to challenge assumptions and spot blind spots.

INDEPENDENT VALIDATION

Use research, surveys, mystery shopping and specialist intelligence to test assumptions.

A COMMON TRAP

Many organisations rely heavily on:

- Sales reports
- CRM data
- Existing customer feedback
- Internal opinions

These sources are valuable but often reflect the same perspective.

THE RISK
You end up validating existing beliefs rather than discovering new realities.

BETTER APPROACH
Combine internal knowledge with independent external evidence.

WEEK 1 STRATEGIC INSIGHT

Most organisations believe they understand their market because they see internal reports every day.

Internal data explains what has already happened.

Market intelligence reveals why it happened, what is changing and what may happen next.

The organisations that spot external signals earlier than competitors make better decisions before the market moves.

TURN INSIGHT INTO ACTION

Ask yourself:
"If we knew everything we know today six months ago, what decision would we have made differently?"
If the answer is significant, you've identified where market intelligence can create immediate value.

NEXT UP:

Week 2 – Understand What Customers Really Value
Move beyond assumptions and uncover the needs, motivations and decision drivers that shape customer behaviour.

MAKE BETTER DECISIONS.
DRIVE BETTER RESULTS.
Let's talk about your next move.

+44 (0) 7711 005995
jess@attanz.com
attanzresearch.com
London, UK