



THE 8-WEEK MARKET INTELLIGENCE FRAMEWORK

A practical framework for CMOs and marketing leaders navigating complex competitive markets.

Reduce uncertainty in strategic marketing decisions with practical market intelligence frameworks, competitor analysis tools, customer insight models, and decision-making approaches delivered weekly.

WHAT YOU'LL GET EACH WEEK



PRACTICAL INSIGHTS

Actionable ideas you can apply immediately.



TOOLS & TEMPLATES

Ready-to-use resources to save you time.



REAL-WORLD EXAMPLES

Examples from complex, competitive markets.



BETTER DECISIONS

Make smarter calls with confidence and clarity.

YOUR 8-WEEK ROADMAP TO SMARTER DECISIONS

WEEK
1



SEE THE REAL PICTURE

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

YOU WILL:

- Challenge assumptions and blind spots
- Identify the signals that reveal real market behaviour
- Use a simple framework to validate what's happening

WEEK
2



UNDERSTAND WHAT CUSTOMERS REALLY VALUE

Go deeper into customer needs, motivations and decision drivers.

YOU WILL:

- Map customer needs to what truly drives decisions
- Identify gaps between expectations and reality
- Apply a customer lens to your next strategic decision

WEEK
3



BENCHMARK AGAINST THE COMPETITION

Understand how you compare in the real world.

YOU WILL:

- Assess competitor positioning and messaging
- Identify strengths, weaknesses and white space
- Build a simple competitive intelligence scorecard

WEEK
4



TEST YOUR PRICING AND POSITIONING

Validate if your pricing and positioning resonate and win in the market.

YOU WILL:

- Test price sensitivity and discounting behaviour
- Evaluate positioning effectiveness
- Identify opportunities to improve value perception

WEEK
5



UNCOVER MARKET OPPORTUNITIES

Find the spaces others miss and opportunities worth pursuing.

YOU WILL:

- Spot unmet needs and emerging trends
- Identify high-potential opportunities
- Prioritise where to focus for the biggest impact

WEEK
6



MANAGE RISK BEFORE IT IMPACTS YOU

Identify market, competitive and execution risks early.

YOU WILL:

- Map key risks across market, competitor and execution
- Assess likelihood and potential impact
- Build a simple risk mitigation plan

WEEK
7



ALIGN STRATEGY WITH EXECUTION

Ensure your strategy is reflected in what happens on the ground.

YOU WILL:

- Audit the gap between strategy and reality
- Identify execution issues and root causes
- Create actions to drive better alignment and results

WEEK
8



MAKE SHARPER DECISIONS, FASTER

Bring it all together to make confident, evidence-backed decisions.

YOU WILL:

- Use a decision framework to evaluate options
- Build your own market intelligence playbook
- Make your next decision with clarity and confidence



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Follow the 8-week series for practical market intelligence insights, frameworks, and decision-making tools.



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**MAKE BETTER DECISIONS.
DRIVE BETTER RESULTS.**

Practical intelligence.
Stronger strategy. Better outcomes.

