

Certified Analytics Professional Program  
Workshops / Classes / Training On-Demand



This immersive program is designed to provide and then build on the skills needed for success in the intelligence discipline. It delivers an interactive, tangible experience that fosters collaboration, sharing of experiences and knowledge and cooperative learning. Our instructors are global experts from an array of industries and areas of expertise.

Integrated  
Intelligence™  
& Strategy Skills

Data Analytics  
for  
Decision-Making

Technology  
&  
Visualizations

Introduction to  
Competitive  
Intelligence

## Certified Analytics Professional (CAP-I) Certification Program. LEARN. SERVE. GROW.

Earn points toward your CAP-I Certification. Each in-person course is worth 10 points.  
This full day immersive experience will yield 20 points toward your  
SCIP Certified Analytics Professional Certification.

The SCIP Certified Analytics Professional (CAP) Program Certification is rooted in our one of a kind professional development program called **LEARN. SERVE. GROW.**

Your training is not a set of courses but an immersion in a set of solutions that

- ✓ help to teach the individual necessary decision support skills **[LEARN]**
- ✓ volunteer opportunities, best practice share, chapter participation **[SERVE]**
- ✓ and enablement to utilize those skills in practical areas with hands on training, speaking and publishing opportunities **[GROW]**

**8:15 AM - 9:00 AM** Continental Breakfast and Check In

**9:00 AM - 12:30 PM** **SPJ-CI-40-Core- Delivering Value and The Challenges of Interfacing with Executive Management**

(This ½ day, this course earns 10 points toward SCIP U CAP-I Certification)  
**Michael "Coop" Cooper, Founder, Innovators & Influencers**

Have you ever wanted to get inside the mind of others? Do you want your analysis and recommendations to land properly for the attention they deserve? Would you like to ensure your work has the impact you really want? Tailoring competitive research and recommendations to executive brain types is a surefire way to increase your level of impact and value in the organization. We'll cover how to identify each of the brain types and their specific motivators, fears, irritators, stress responses, information needs and how to tailor your research and insights to grab their attention, gain their support and get the buy-in to effect change in your company.

Attendees will take away:

1. How to easily identify the brain types of your executive team and audience
2. Reframing your insights and research for greater impact
3. Pitfalls and challenges to avoid when presenting recommendations to executives

Michael O. "Coop" Cooper is an internationally recognized executive coach, advisor, facilitator and trainer who specializes in working with executive teams to develop the leadership skills, alignment and strategies to grow and thrive in a constantly changing environment. His passion is helping entrepreneurs, executives and leadership teams overcome their self-limiting beliefs and personal issues to reach their potential, by addressing interpersonal challenges, defining their purpose, gaining team alignment, and developing the strategy, systems and processes to execute their vision. He has worked with hundreds of organizations around the globe, was the founding president of the International Association of Coaching and has been selected to coach the prestigious TED Fellows. He lives in San Francisco and is an active supporter of the arts and Burning Man community.



**12:30 PM - 1:30 PM**

Networking Lunch

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1:30 PM – 4:00 PM

**SPJ-CI-39-Core – Using Market Insights to Put Valuable Ideas To Work;  
How Your Company Can Turn Market Intelligence Into Profit**

*(This ½ day, this course earns 10 points toward SCIP U CAP-I Certification)*

**Mike Crawford, Vice President & Senior Manager, Omni-Channel Strategy  
Fifth Third Bancorp**

This presentation will detail how to can follow a foresight-led innovation process to identify and unlock growth with customers. We will detail how to transition from exploratory insights and visioning about the future on through opportunity platforms identification and ideation that yields several dozen product/service/experience concepts.

We will also describe how empathy for customers' unique needs and attitudes can be fostered within your company through targeted qualitative interactions. Secondly, it will explore how a team can develop insights across multiple time horizons, and thirdly, how cross-industry learning and validation can help you refine your understanding of customers and their future needs.



Mike Crawford serves as Vice President and Senior Manager in Fifth Third Bancorp's Digital Team where he leads the development of new, valued experiences for its Millennial consumers.

He joined Fifth Third in 2011 and through September 2016 led building of the customer and competitive intelligence function, process and deliverables within the Corporate Strategy Group. He uncovered key consumer trends and competitive actions that impacted the company's strategic direction and synthesized that information into actionable insights and opportunities that resulted in new products and programs for Fifth Third. Notably, he focused on researching and designing new experiences for Millennials and Homebuyers.

Prior to joining Fifth Third Bank, Mike worked at Raytheon, creating the strategy for and leading a global sales team tasked with commercializing a new homeland security analytics product. Prior to that role, he also acted in a sales management and strategy role for an \$800M revenue product line in Raytheon's Intelligence and Information Systems business. Mike also has had several consulting or contract positions providing innovation, product and portfolio management and/or marketing support to leading Fortune 500 companies.

Mike earned his M.B.A. in International Business with a concentration in Applied Economics from DePaul University and has a B.S. in Marketing from Clemson University.

Mike serves as a mentor to start-ups at Ocean Accelerator (<http://www.oceanaccelerator.com>) and with his wife, volunteers as a Wish Granter for Make A Wish Foundation.

Registration: \$700 Click [Here](#) to Register