

Are you helping your competitors succeed?

The purpose of this article is to enable a discussion about who and which organizations can analyze your company's data. The audience for this article includes: All companies, ranging from pre-revenue through to long established global companies.

This article does not provide tax, legal or financial advice. You must do your own research and fact-based analysis using current and relevant information. AI did not write this article. 100% human written.

What are the critical learnings in this article?

- 1) Third parties have prepared strategies, plans and recommendations for you based on the massive data they've collected from you.
- 2) Are your third parties analyzing all the data they collect from clients, to prepare strategies, plans, and recommendations for your competitors?

Are you sharing your strategies and unique knowledge with third parties?

- 1) Third parties collect large amounts of data and unique knowledge from your company.
- 2) They analyze this data to create strategies, plans, unique insights and recommendations.
- 3) Are the third party people able to use what's in their heads to help your competitors?
- 4) Is it feasible to stop third party people from using the knowledge in their brains from helping competitors?

What are third parties doing with the data, analysis, and reports they have?

- 1) Are third parties using AI to analyze all the data and reports from all their clients?
- 2) Is this AI analysis then used when third parties prepare plans and help your competitors?

Why are startups destroying existing companies?

- 1) The startups know things that no other company knows.
- 2) Startups don't use third parties to create this unique knowledge.

What are your next steps?

- 1) Define the words/concepts you're using, in a glossary. I've seen major confusion when the same words mean different things to different people.
- 2) Identify the strategies, knowledge, and unique insights you don't want shared with your competitors.
- 3) Define the policies regarding what can be shared with competitors.
- 4) Define the policies regarding what you don't want third parties to create for you.