

## Competitive Intel Worksheets (Examples)

Use this table to gather information on who your company competes with for employees. This may include other companies in the same industry, as well as other businesses that are operating in your geographic area (manufacturers, distribution centers, warehouses, big-box stores, etc.)

Company/Organization Name	Pay/Benefits Offered
ABC Company	Currently offering sign-on bonus of \$1000 Pays \$17/hour
Acme Factory	Offers quarterly bonus
XYZ Warehouse	Offering flex schedules & PT to attract semi-retired, experienced workers

Use the table below to document companies that are picking up your employees. While this information is often collected at termination, putting it all in one place can provide a view of trends or changes in your market.

Employee/Tenure/Termination Date	Company/Reason
Bob Smith, 3 years, 1/30/21	XYZ Warehouse Higher pay & different shift schedule
Sue March, 5 years, 3/1/21	Mike's Warehouse Unknown reason
Mike Miles, 2 years, 4/7/21	XYZ Warehouse Appears to have been recruited by Bob Smith
Jill Sentner, 7 years, 5/20/21	ABC Company Promotion to management position

Use this table to track new businesses and organizations in your community, and what they are offering. By keeping a running list, you can stay on top of potential efforts to poach your team's talent.

Business Name & Type	Date & Notes
Chewy.com distribution center and warehouse	4/30/21 – Site plan approved. Expects to employ 600 people when operational next year.
Bigger Better Houses – large site-built home company	3/1/19 – Building two new large developments. Expect construction to continue for two years.
Big Box Hardware Store	5/10/21 – Under construction. Aggressively advertising on radio and billboards for staff with trades skills.