

C³Centricity 1-Day Catalyst Workshops

I2A: Insights into Action

Overview: Most organisations have a process for developing insights, but have rarely taken the time to review how successful it is. This workshop will take you through the essential ingredients of insight development and the formation of a team that will develop the insights into actions.

Objectives: To develop and / or optimise current insight development practices, so that they become more actionable.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change
- Detailed review of current insight definition and development process. Identification of what is working and what needs optimising.
- Review of the process for actioning insight; how they are shared, actioned and followed-up.
- Case study of an action plan for a relevant and popularly used insight.
- Working with a recently developed insight, review how it can be actioned. Identify what could have been done better to make actioning easier and quicker.
- Summary and Q&A
- Action planning, evaluation and close

Pre-work: Pre-workshop questionnaire; selection of information / knowledge to be analysed during the case study.

For whom: Marketing, Market Research and Insight, Strategy and Planning, Business Intelligence professionals.

Materials provided: Complete training file containing a summary of all workshop presentations; examples of the charts, diagrams and process templates reviewed; blank templates for internal use.