

C3Centricity 1-Day Catalyst Workshop

I2I: Insights to Impact

Overview: Many organisations develop a lot of knowledge, understanding and insights, which are not shared as widely as they could be. This workshop will take you through the essential ingredients of insight development, with an emphasis on their successful sharing throughout the organisation.

Objectives: To develop and / or optimise current insight development and knowledge-sharing practices, in order to increase the impact of the market research and insight teams within your organisation.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change.
- Identification of the current circles of impact and their importance within the company.
- Current circles within the MR&I team and identification of needed changes.
- Optimal organisational structure of the MR&I group.
- Review of current deliverables and identify ideal.
- List of new skills required to deliver knowledge, understanding and insights with impact.
- Review current levels of skills and development of a three-month action plan for desired improvements.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop questionnaire.

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.