

C3Centricity 1-Day Catalyst Workshop

N3: New, Next-Generation insights

Overview: Is your organisation missing out on valuable understanding and insights by relying on a sub-optimal insight development process? This workshop will inspire all participants to review the current insight process and optimise it for greater impact on the business.

Objectives: To expand on the current thinking, definition and development process of insights.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change.
- Current definition and understanding of insights.
- Information and knowledge sources and their availability.
- Information integration techniques for insight development
- The ideal insight development process explained.
- Objective setting and target group definition.
- Revision of current insight development process.
- Case study developing an insight from internal information.
- Summary and Q&A.
- Action planning, evaluation and close.

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

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

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