

Popular training and consultancy



A key objective of the IMA is to deliver effective training and support to members across a wide range of Insight capability areas.

Although we always tailor training sessions to best meet members' objectives, this document shows the topics we are frequently asked to help with and highlights the breadth of Insight management best practice.

NB. C = Consultancy with team leader

Insight Generation

- Territory overview and SWOT assessment for your team
- Nailing the business issue
- Creative approaches to problem solving
- Distilling Insights and developing solutions

Insight Knowledge

- Territory overview and SWOT assessment for your team
- Applying a key framework to audit and build Insight knowledge
- Developing your key consumer/customer stories
- Recording and building Insight Knowledge
- Winning team commitment to building/maintaining a knowledge base + effective recording processes
- Using systems to capture knowledge and to build a knowledge culture

Insight Influence

- Territory overview and SWOT assessment for your team
- Understanding your key stakeholders
- Becoming trusted advisers to your stakeholders
- Applying behavioural economics to influence decisions
- Advanced behavioural economics principles

Insight Communication

- Territory overview and SWOT assessment for your team
- Planning effective Insight team communications
- Adopting an effective range of communications channels and communications methods
- Story-telling techniques, headline writing, and making communications 'sticky'
- Story-telling workshop: SCQAB
- Visual storytelling techniques and packages

Insight People

- Territory overview and SWOT assessment for your team (C)
- Insight team 'ways of working' to have maximum impact (C)
- Team capability mapping and team development planning
- Bespoke development for team members, e.g. technical Insight skills support, and leadership skills (on-going)

Insight Strategy

- Territory overview and SWOT assessment for your team (C)
- Insight Strategy scoping session with the team leader (C)
- Foundational knowledge: establishing the lie of the land
- Strategy development support for team leaders (1 day +)
- Facilitation of team strategy session (min. 3 hours)

Insight Positioning

- Territory overview and SWOT assessment for your team (C)
- Understanding your current vs. aspired team positioning
- Reviewing and developing an aspirational 'brand' for Insight
- Building awareness of Insight and its role across the org.

Insight Commerciality

- Territory overview and SWOT assessment for your team
- Building foundational knowledge (C)
- Market mapping and identifying high value opportunities
- Insight activity valuation
- Embedding commercial thinking: principles (C)