



Transform your Insight team with the IMA

2025 membership brochure

© INSIGHT MANAGEMENT ACADEMY

Transforming Insight podcast & books

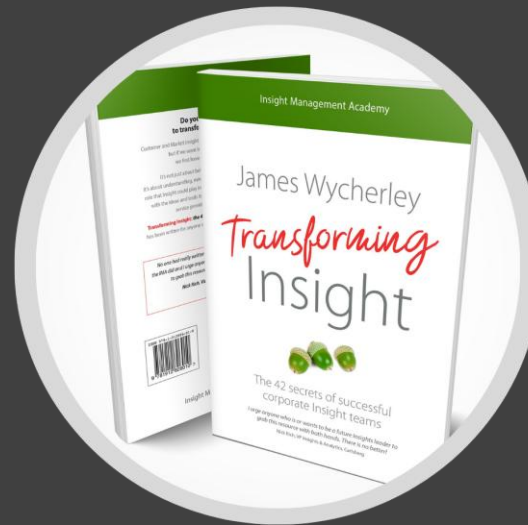
CEO James Wycherley shares his inspiration on the secrets of successful corporate Insight teams

Our FREE podcast is available to download on all major podcast platforms

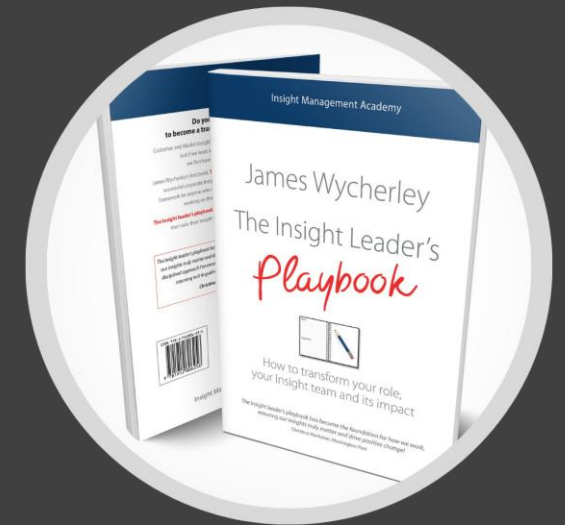


- Now with more than 70 episodes, featuring interviews with a range of transformational Insight leaders

James Wycherley's books complement the podcast: all Insight leaders in IMA member organisations receive a FREE copy



- Transforming Insight* shares the 42 secrets of successful corporate Insight teams



- The Insight Leader's Playbook* helps leaders to transform their roles, Insight teams and impact

Insight forums for Insight leaders

Join leaders from many of the most progressive Insight teams to discuss and define best practice



- Insight forums provide inspiration, debate and discussion for corporate Insight leaders
- A unique opportunity to expand your professional network and share challenges, tips and advice
- No suppliers present, just Insight leaders who share an ambition to transform the impact of insight in their organisation

9 online forums per year, plus regular in person forums in London and Manchester for those in the UK

2025 Insight forum schedule

Term 1			Term 2			Term 3		
Wed 15 Jan	Online forum	Successfully branding our Insight teams	Thurs 1 May	Online forum	Connecting the dots	Wed 17 Sep	Online forum	The evolution of Insight communications
Wed 12 Feb	Online forum	Making the case for investing in Insight	Wed 4 Jun	Online forum	8 great examples of AI in Insight	Wed 15 Oct	Online forum	An Insight leader's career journey
Wed 19 Mar	Manchester forum	'Uncomfortable' influencing: Embracing uncomfortable influencing	Wed 2 Jul	Manchester forum	Leading Insight into the future	Wed 19 Nov	Manchester forum	A driving force: From do-ers to thinkers: an Insight professional's journey
Wed 26 Mar	London forum	Influencing hard to reach senior audiences	Wed 9 Jul	London forum	Foundations for the future The importance of foresight in Insight	Wed 26 Nov	London forum	Having an opinion and developing impactful recommendations
Tues 1 Apr	Online forum	Navigating difficult conversations	Wed 16 Jul	Online forum	How to become foresight pioneers	Wed 3 Dec	Online forum	The value of facilitation skills

Topics are subject to change during the year

Insight team development

The *Transforming Insight* programme provides inspiration, support and guidance for all Insight professionals

Insight team workshops

4-hour online workshops on core topics, run with one team or a variety of teams (max. 15 participants)



Commercial thinking



Consultancy & detective skills



Developing Insight knowledge



Influencing skills



Behavioural economics



Communication planning



Storytelling skills



Visual communication



Aspiring Insight leaders

Insight team essentials

1 or 2-hour informal online team discussions, facilitated by the IMA's senior advisers (max. 15 participants)



AI essentials for Insight management



How to say no, nicely



Developing a customer instinct



Insight competency frameworks



Developing your knowledge systems



Stakeholder mapping



Strategic management of agencies



Estimating Insight ROI



Introduction to Insight strategy

All workshops and essentials can be booked by members and non-members, but members receive a 33% discount

Session	Members (credits)	Members (\$)	Non-members (\$)
1-hour	50	\$899	\$1,349
2-hour	100	\$1,799	\$2,699
4-hour	200	\$3,599	\$5,399

Additional team development

Individual or group support for Insight professionals (costs available on request)



121 mentoring for Insight professionals



Topic related coaching



Advanced Insight capability benchmarking

Additional membership benefits

A range of additional benefits are available to support members on their Insight transformation journeys

- Regular 121 advice & support from our professional advisers



"Joining the IMA has been the most valuable investment I've made in my continuing professional development."

"I always leave my interactions with the IMA feeling energised and excited to implement and share what I've learned".

Paragon Bank



- Insight network to connect with over 400 Insight professionals

- Online library with over 200 videos, guides & summaries



- Insight leader benchmarking to assess team capabilities

Corporate membership options

Become a corporate member of the IMA and join c. 100 progressive Insight teams

The IMA's vision is to inspire and support every Insight leader to transform the impact of Insight in their organisation

Tier 1 \$18,999	Tier 2 \$7,999	Tier 3 \$3,999
Insight forums (in person & online)	Insight forums (in person & online)	Insight forums (online only)
Insight network	Insight network	Insight network
Online library (50 licences)	Online library (15 licences)	Online library (5 licences)
Capability benchmarking	Capability benchmarking	
Professional advice	Professional advice	
Team development (600 credits)		



For more information visit our website
www.insight-management.org

