



Transform your Insight team with the IMA

2026 membership brochure

© INSIGHT MANAGEMENT ACADEMY

Transforming Insight podcast & books

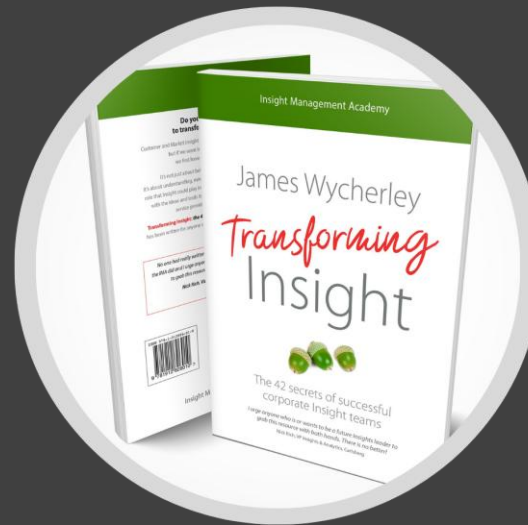
CEO James Wycherley shares his inspiration on the secrets of successful corporate Insight teams

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

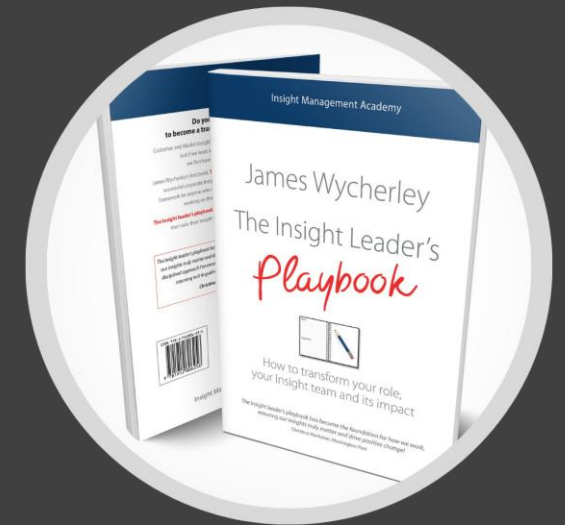


- Now with more than 80 episodes, featuring interviews with a range of transformational Insight leaders

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

2026 Insight forum schedule

Term 1			Term 2			Term 3		
Weds 14 Jan	Online forum	Leading our Insight teams in 2026	Weds 29 Apr	Online forum	Adopting a growth consultancy mindset	Wed 16 Sep	Online forum	Creating impactful Insight communications
Weds 11 Feb	Online forum	Developing Insight skills & capabilities	Wed 3 Jun	Online forum	Enhancing our role as knowledge stewards	Wed 14 Oct	Online forum	Learning from management consultants
Weds 18 Mar	Manchester forum	Increasing our personal impact	Wed 1 Jul	Manchester forum	AI in Insight 2026	Wed 18 Nov	Manchester forum	Managing change in our Insight teams
Wed 25 Mar	London forum		Wed 8 Jul	London forum		Wed 25 Nov	London forum	
Thurs 26 Mar	Online forum		Thurs 9 Jul	Online forum		Tues 1 Dec	Online forum	

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 individuals from 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



Navigating difficult conversations



Estimating Insight ROI



Creating an Insight brand

All workshops and essentials can be booked by members and non-members*. IMA members receive a 33% discount.

Session	Members (credits)	Members (£)	Non-members (£)
1-hour	50	£717	£1,075
2-hour	100	£1,433	£2,150
4-hour	200	£2,867	£4,300
Individual place	25	£358	£538

*Non-members with an Aura membership = 20% discount (+VAT on all prices)

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 them feeling energised and excited to implement and share what I've learned".

Paragon Bank



- Insight network to connect with over 440 Insight professionals

- Online library with over 230 videos, guides & summaries



- Insight leader benchmarking to assess team capabilities

Corporate membership options

Become a corporate member of the IMA and join 90+ 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 £14,999	Tier 2 £6,399	Tier 3 £3,299
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	Tier 3 with advice & benchmarking = £5,399
Professional advice	Professional advice	+VAT on all prices
Team development (600 credits)		

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

