



# IMA online library

Overview of guides, videos,  
1-page summaries & podcasts

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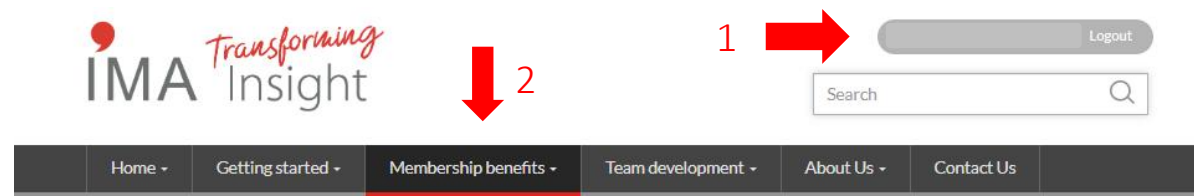
# Welcome to the IMA's online library



Our IMA online library provides an extensive range of **guides, videos & 1-page summaries** aimed at supporting Insight leaders and teams to transform insight in their organisations.

1. To log in, visit the IMA website and enter your password
2. Visit *Membership benefits - Online library* to view all our best practice content

Contact us at [info@insight-management.org](mailto:info@insight-management.org) if you have questions or need support.



## Online library

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Welcome to the IMA's online library

IMA members have exclusive access to all our best practice material including **200+** Insight guides, summaries and videos. These bring together all the key principles of Insight management and transformation and the ideas discussed at Insight forums since 2004.

Feel free to browse any of the topics, but you will need to be logged in to access the content (*click the grey 'Member login' button at the top right of this screen, if you're not already logged in*).

**Our online library guide** provides an overview of all topics by IMA territory, if you're looking for guidance on where to start.

**Please contact us** if your organisation is not yet an IMA member or you don't have login details.

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The library presents our full range of online topics by IMA territory:



### Insight transformation

Insight has the potential to transform any organisation, but if we want Insight to transform our organisations, we first have to transform our Insight teams. In this section we introduce the topics of transforming Insights and the Insight playbook.



### Insight generation

The first imperative for any Insight team is that it routinely identifies value for its organisation by generating new, joined-up Insights that focus on the underlying business issue.



### Insight knowledge

The most effective teams recognise that there is always going to be more value in accumulated understanding than in any one project, so we should evolve from being Insight hunters to Insight farmers.



### Insight influence

If Insight teams are to drive change, they need to understand senior decision-makers and develop trusted adviser relationships with them. What is your relationship like with the stakeholders in your organisation that make the biggest decisions?



### Insight communication

Successful Insight teams drive change by sharing customer and market knowledge across their organisations so effectively that they shape decisions they didn't even know were being taken.



### Insight strategy

Successful Insight leaders choose, shape and articulate a proactive role for Insight in their organisations, and this starts by developing an Insight strategy for their company.



### Insight people

The most valuable resource in any Insight team are the people who work in it. But what does it take to recruit, develop and lead successful Insight people? And how do we cope with the challenges of working in a post-pandemic, hybrid working environment?



### Insight positioning

Successful Insight teams optimise their impact by focusing relentlessly on the position of Insight - its position in the hearts, minds and decision-making processes of the rest of the organisation.



### Insight commerciality

Successful Insight teams build a commercial foundation for all their work, using core stats and valuation techniques to prioritise and contextualise their work. Some go even further and estimate Insight's return on investment.



# Insight transformation

To access a guide, summary, video or podcast episode - click on the 'Y' and you'll be taken straight to the relevant page in our IMA online library



If we want Insight to transform our organisations, we first have to transform our Insight teams. An effective Insight leader seizes opportunities to position Insight for success in the future and ensure that they maintain momentum. In this section we introduce the topic of Transforming Insight and the Insight leader's playbook.



Ref.	Transformation	Guide	Summary	Video	Podcast
001	Transforming Insight	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">1</a>
002	Leading Insight	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
003	Insight playbook	<a href="#">Y</a>	-	-	-
004	Achievements & ambitions for Insight	-	<a href="#">Y</a>	<a href="#">Y</a>	-
005	Essential Insight analysis	-	<a href="#">Y</a>	<a href="#">Y</a>	-
006	AI's impact on Insight management (inc. case studies)	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
007	Shape of Insight	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
008	Defining our Insight team's purpose	-	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">63</a>
009	Improving our Insight team's profile	-	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">65</a>
010	Working with our Insight team's partners	-	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">70</a>
011	Our Insight products and how we package them	-	<a href="#">Y</a>	<a href="#">Y</a>	-
012	Prioritising essential business issues	-	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">72</a>
013	Improving efficiency in our Insight teams	-	<a href="#">Y</a>	<a href="#">Y</a>	-
014	Perfecting our Insight team's key processes	-	<a href="#">Y</a>	<a href="#">Y</a>	-
015	Navigating the process adoption gap	-	<a href="#">Y</a>	<a href="#">Y</a>	-
016	Measuring our Insight team's performance	-	<a href="#">Y</a>	<a href="#">Y</a>	-
017	Investing in our Insight assets	-	<a href="#">Y</a>	<a href="#">Y</a>	-
018	Planning to be a transformational Insight leader	-	<a href="#">Y</a>	<a href="#">Y</a>	-
019	The habits of transformational Insight leaders	-	<a href="#">Y</a>	<a href="#">Y</a>	-
020	AI essentials for Insight management	<a href="#">Y</a>	<a href="#">Y</a>	-	-
021	Connecting the dots	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
022	8 great examples of AI in Insight	-	<a href="#">Y</a>	<a href="#">Y</a>	-

Interviews with Insight leaders & experts	Insight leader / expert	Podcast
Transforming Insight at ASOS	Sandra Kampmann	<a href="#">4</a>
Transforming Insight at Halfords	Debra Walmsley	<a href="#">8</a>
Transforming Insight at Carnival	Jan Worsley	<a href="#">14</a>
Transforming Insight at Card Factory	Liz Lamb	<a href="#">18</a>
Transforming Insight at Sainsbury's	Liz Boffey	<a href="#">22</a>
Transforming Insight at Carlsberg	Nick Rich	<a href="#">33</a>
Transforming Insight at Deliveroo	Hayley Ward	<a href="#">40</a>
Transforming Insight at Tfl	Renate Brockes	<a href="#">44</a>
Transforming Insight at Coca Cola EP	Hazel Nicolson	<a href="#">46</a>
Transforming Insight at Nestle	Carolina Otero	<a href="#">50</a>
Transforming Insight at Lloyds Register	Caroline van den Bos	<a href="#">53</a>
Transforming Insight at Google	Laura Roberts	<a href="#">56</a>
Transforming Insight at McDonalds	Fainareti Schortsaniti	<a href="#">59</a>
How Insight leaders define purpose	Sandra Kampmann & Amanda Wigginton	<a href="#">64</a>
How Insight leaders improve team profile	Joanne Pearson & Helen Passard	<a href="#">66</a>
Supporting Insight people through change	Lara Meyer	<a href="#">68</a>
Nurturing partner relationships	Ruth Hinton & James Endersby	<a href="#">71</a>

Transformation - extra podcasts	Podcast
What is Insight?	<a href="#">2</a>
What's the purpose of Insight?	<a href="#">3</a>
Accelerating the evolution of Insight	<a href="#">60</a>
A playbook for Insight leaders	<a href="#">61</a>
The ADDER checklist	<a href="#">62</a>

# Identifying value

To access a guide, summary, video or podcast episode - click on the 'Y' and you'll be taken straight to the relevant page in our IMA online library



## Insight Generation

An effective Insight team consistently generates proactive, insightful solutions to key business issues



## Insight Knowledge

An effective Insight team develops, curates and applies a valuable store of customer and market knowledge



Ref.	Generation	Guide	Summary	Video	Podcast
101	An introduction to successful Insight generation	<a href="#">Y</a>	-	<a href="#">Y</a>	-
102	How to create joined-up insight	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">5</a>
103	How to make up the numbers	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">6</a>
104	How to nail the business issue	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">7</a>
105	How to approach Insight investigations	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">9</a>
106	How to manage research agencies	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
107	Deciding when to do DIY research	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
108	Fresh thinking on segmentation (why?)	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
109	Fresh thinking on segmentation (how?)	-	-	<a href="#">Y</a>	-
110	Segmentation case study (Barclays)	-	-	<a href="#">Y</a>	-
111	Responding to requests	-	<a href="#">Y</a>	<a href="#">Y</a>	-
112	Saying no, nicely	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
113	Forecasting the future	-	-	<a href="#">Y</a>	-
114	Developing a customer instinct	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
115	Strategic management of external Insight partners	-	<a href="#">Y</a>	<a href="#">Y</a>	-

Ref.	Knowledge	Guide	Summary	Video	Podcast
201	An introduction to Insight farming	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">10</a>
202	Insight farming habits	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">11</a>
203	Insight farming enablers	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">12</a>
204	Using systems for Insight farming	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">13</a>

# Driving change

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## Insight Influence

An effective Insight team influences big corporate and departmental decisions



Ref.	Influence	Guide	Summary	Video	Podcast
301	An introduction to influencing decision-makers	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">15</a>
302	How to understand decision-makers	<a href="#">Y</a>	-	-	<a href="#">16</a>
303	How to improve stakeholder relationships	<a href="#">Y</a>	-	-	<a href="#">17</a>
304	Influencing skills for introverts	<a href="#">Y</a>	-	-	<a href="#">19</a>
305	Behavioural economics for Insight teams	<a href="#">Y</a>	-	-	-
306	How to nudge decision-makers	<a href="#">Y</a>	-	-	<a href="#">20</a>
307	How to successfully influence remotely	<a href="#">Y</a>	-	<a href="#">Y</a>	-
308	Tactics for influencing remotely	-	-	<a href="#">Y</a>	-
309	Fuel and friction: influencing decision-makers	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
310	Following-up with confidence	-	<a href="#">Y</a>	<a href="#">Y</a>	-
311	6 principles of Insight influencers	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
312	Unleash your inner influencer	-	<a href="#">Y</a>	<a href="#">Y</a>	-
313	Embracing uncomfortable influencing	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">67</a>
314	Influencing hard to reach senior audiences	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
315	Navigating difficult conversations	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-

## Insight Communication

An effective Insight team communicates insight in a way that reaches and has effect across the whole organisation



Ref.	Communication	Guide	Summary	Video	Podcast
401	An introduction to successful Insight communication	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">21</a>
402	Building an Insight communication plan	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">23</a>
403	How to structure Insight communications	<a href="#">Y</a>	<a href="#">Y</a>	-	<a href="#">24</a>
404	Storytelling for Insight teams	<a href="#">Y</a>	<a href="#">Y</a>	-	<a href="#">25</a>
405	Visual communication for Insight teams	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">26</a>
406	Telling tales at work	-	<a href="#">Y</a>	<a href="#">Y</a>	-
407	Communicating numbers	-	<a href="#">Y</a>	<a href="#">Y</a>	-
408	Insight communication tools & templates	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
409	Using knowledge systems for communication	-	<a href="#">Y</a>	<a href="#">Y</a>	-
410	The benefits of bite-sized Insight communications	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-

# Leading Insight

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## Insight Strategy

An effective Insight team has a clear strategy and has made conscious decisions about its scope, scale, goals and development journey



Ref.	Strategy	Guide	Summary	Video	Podcast
501	An intro to developing an Insight strategy	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">28</a>
502	How to identify the opportunity for Insight	<a href="#">Y</a>	-	-	<a href="#">29</a>
503	How to define your ambition for Insight	<a href="#">Y</a>	-	-	<a href="#">30</a>
504	How to identify options for your Insight strategy	<a href="#">Y</a>	-	-	<a href="#">31</a>
505	How to execute an Insight strategy	<a href="#">Y</a>	-	-	<a href="#">32</a>
506	How to prioritise an Insight team's work	-	<a href="#">Y</a>	<a href="#">Y</a>	-
507	New data for Insight	-	-	<a href="#">Y</a>	-
508	New decisions for Insight	-	-	<a href="#">Y</a>	-
509	Defining an Insight-driven organisation	-	<a href="#">Y</a>	<a href="#">Y</a>	-
510	Transforming Insight strategy at NPR	-	-	<a href="#">Y</a>	-

## Insight People

An effective Insight team has a great leader and a strong team with a wide and growing skillset



Ref.	People	Guide	Summary	Video	Podcast
601	An introduction to developing Insight people	<a href="#">Y</a>	-	-	<a href="#">35</a>
602	How to lead an Insight team	<a href="#">Y</a>	-	-	<a href="#">36</a>
603	How to identify key Insight skills and attributes	<a href="#">Y</a>	-	-	<a href="#">37</a>
604	How to develop an Insight perspective	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">38</a>
605	How to recruit and develop and Insight team	<a href="#">Y</a>	-	-	<a href="#">39</a>
606	How to develop successful Insight teamwork	<a href="#">Y</a>	-	-	-
607	Prioritising an Insight leader's time	-	<a href="#">Y</a>	<a href="#">Y</a>	-
608	Working on our Insight teams	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
609	Leading Insight people post-pandemic	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
610	Our Insight people: today & tomorrow	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">68</a>
611	Guiding our Insight teams through change	-	<a href="#">Y</a>	<a href="#">Y</a>	-
612	Recognising & managing imposter syndrome	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	-
613	Developing an Insight competency framework	<a href="#">Y</a>	<a href="#">Y</a>	-	-
614	Recognising & managing stress in our teams	-	<a href="#">Y</a>	<a href="#">Y</a>	-

# Optimising impact

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## Insight Positioning

An effective Insight team occupies an optimal position in the minds and processes of the wider organisation



Ref.	Positioning	Guide	Summary	Video	Podcast
701	An introduction to successful Insight positioning	<a href="#">Y</a>	-	-	<a href="#">42</a>
702	How to develop the Insight team brand	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">43</a>
703	How to promote awareness of Insight	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">45</a>
704	How to improve our Insight team's reputation	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">48</a>
705	How to improve Insight's role in key processes	<a href="#">Y</a>	-	<a href="#">Y</a>	<a href="#">49</a>
706	Reassessing the position of Insight	-	-	<a href="#">Y</a>	-
707	Steps to improve the position of Insight	-	-	<a href="#">Y</a>	-
708	Successfully branding our Insight teams	-	<a href="#">Y</a>	<a href="#">Y</a>	-

## Insight Commerciality

An effective Insight team has aligned its strategy, planning and activity to commercial value (or strategic goals in a non-commercial organisation)



Ref.	Commerciality	Guide	Summary	Video	Podcast
801	An introduction to Insight commerciality	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">Y</a>	<a href="#">51</a>
802	How to build a commercial foundation for Insight	<a href="#">Y</a>	-	-	<a href="#">52</a>
803	How to identify commercial value	<a href="#">Y</a>	-	-	<a href="#">55</a>
804	How to apply commercial thinking in Insight	<a href="#">Y</a>	-	-	<a href="#">57</a>
805	An introduction to Insight return on investment	<a href="#">Y</a>	-	-	<a href="#">58</a>
806	The value of Insight 2021	<a href="#">Y</a>	-	<a href="#">Y</a>	-
807	The value of Insight 2022	-	<a href="#">Y</a>	<a href="#">Y</a>	-
808	Measuring Insight success	-	<a href="#">Y</a>	<a href="#">Y</a>	-
809	Making the case for investing in Insight	-	<a href="#">Y</a>	<a href="#">Y</a>	-