IMA online library

Overview of guides, videos, 1-page summaries & podcasts
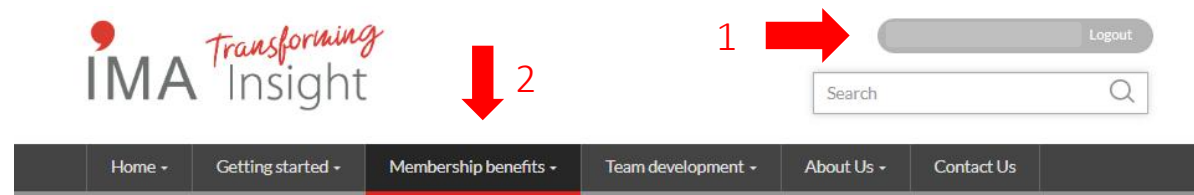
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Welcome to the IMA's online library

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 if you have questions or need support.

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

Insight transformation

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	Y	Y	Y	1
002	Leading Insight	Y	Y	Y	-
003	Insight playbook	Y	-	-	-
004	Achievements & ambitions for Insight	-	Y	Y	-
005	Essential Insight analysis	-	Y	Y	-
006	AI's impact on Insight management (inc. case studies)	Y	Y	Y	-
007	Shape of Insight	Y	Y	Y	-
008	Defining our Insight team's purpose	-	Y	Y	63
009	Improving our Insight team's profile	-	Y	Y	65
010	Working with our Insight team's partners	-	Y	Y	-
011	Our Insight products and how we package them	-	Y	Y	-
012	Prioritising essential business issues	-	Y	Y	-
013	Improving efficency in our Insight teams	-	Y	Y	-
014	Perfecting our Insight team's key processes	-	Y	Y	-
015	Navigating the process adoption gap	-	Y	Y	-
016	Measuring our Insight team's performance	-	Y	Y	-
017	Investing in our Insight assets	-	Y	Y	-
018	Planning to be a transformational Insight leader	-	Y	Y	-
019	The habits of transformational Insight leaders	-	Y	Y	-
020	AI essentials for Insight management	Y	Y	-	-

Interviews with IMA Members	Insight leader	Podcast
Transforming Insight at ASOS	Sandra Kampmann	4
Transforming Insight at Halfords	Debra Walmsley	8
Transforming Insight at Carnival	Jan Worsley	14
Transforming Insight at Card Factory	Liz Lamb	18
Transforming Insight at Sainsbury's	Liz Boffey	22
Transforming Insight at Carlsberg	Nick Rich	33
Transforming Insight at Deliveroo	Hayley Ward	40
Transforming Insight at TfL	Renate Brockes	44
Transforming Insight at Coca Cola EP	Hazel Nicolson	46
Transforming Insight at Nestle	Carolina Otero	50
Transforming Insight at Lloyds Register	Caroline van den Bos	53
Transforming Insight at Google	Laura Roberts	56
Transforming Insight at McDonalds	Fainareti Schortsaniti	59
How Insight leaders define purpose	Sandra Kampmann & Amanda Wigginton	64
How Insight leaders improve team profile	Joanne Pearson & Helen Passard	66

Transformation - extra podcasts	Podcast
What is Insight?	2
What's the purpose of Insight?	3
Accelerating the evolution of Insight	60
A playbook for Insight leaders	61
The ADDER checklist	62

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Identifying value

Insight Generation

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

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

Insight Knowledge

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

Ref.	Knowledge	Guide	Summary	Video	Podcast
201	An introduction to Insight farming	Y	Y	Y	10
202	Insight farming habits	Y	Y	Y	11
203	Insight farming enablers	Y	Y	Y	12
204	Using systems for Insight farming	Y	Y	Y	13

Driving change

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	Y	-	Y	15
302	How to understand decision-makers	Y	-	-	16
303	How to improve stakeholder relationships	Y	-	-	17
304	Influencing skills for introverts	Y	-	-	19
305	Behavioural economics for Insight teams	Y	-	-	-
306	How to nudge decision-makers	Y	-	-	20
307	How to successfully influence remotely	Y	-	Y	-
308	Tactics for influencing remotely	-	-	Y	
309	Fuel and friction: influencing decision-makers	Y	Y	Y	-
310	Following-up with confidence	-	Y	Y	
311	6 principles of Insight influencers	Y	Y	Y	-
312	Unleash your inner influencer	-	Y	Y	
313	Embracing uncomfortable influencing	-	Y	Y	67
314	Influencing hard to reach senior audiences	-	Y	Y	
315	Navigating difficult conversations	-	Y	Y	

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	Y	-	Y	21
402	Building an Insight communication plan	Y	Y	Y	23
403	How to structure Insight communications	Y	Y	-	24
404	Storytelling for Insight teams	Y	Y		25
405	Visual communication for Insight teams	Y	Y	Y	26
406	Telling tales at work	-	Y	Y	-
407	Communicating numbers	-	Y	Y	
408	Insight communication tools & templates	Y	Y	Y	
409	Using knowledge systems for communication	-	Y	Y	
410	The benefits of bite-sized Insight communications	Y	Y	Y	-

Leading Insight

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	Y	Y	Y	28
502	How to identify the opportunity for Insight	Y	-	-	29
503	How to define your ambition for Insight	Y	-	-	30
504	How to identify options for your Insight strategy	Y	-	-	31
505	How to execute an Insight strategy	Y	-	-	32
506	How to prioritise an Insight team's work	-	Y	Y	-
507	New data for Insight	-	-	Y	-
508	New decisions for Insight	-	-	Y	-
509	Defining an Insight-driven organisation	-	Y	Y	-
510	Transforming Insight strategy at NPR	-	-	Y	-

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	Y	-	-	35
602	How to lead an Insight team	Y	-	-	36
603	How to identify key Insight skills and attributes	Y	-	-	37
604	How to develop an Insight perspective	Y	-	Y	38
605	How to recruit and develop and Insight team	Y	-	-	39
606	How to develop successful Insight teamwork	Y	-	-	-
607	Prioritising an Insight leader's time	-	Y	Y	-
608	Working on our Insight teams	Y	Y	Y	-
609	Leading Insight people post-pandemic	Y	Y	Y	-
610	Our Insight people: today & tomorrow	Y	Y	Y	-
611	Guiding our Insight teams through change	-	Y	Y	-
612	Recognising & managing imposter syndrome	Y	Y	Y	-
613	Developing an Insight competency framework	Y	Y	-	-
614	Recognising & managing stress in our teams	-	Y	Y	-

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Optimising impact

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	Y	-	-	42
702	How to develop the Insight team brand	Y	-	Y	43
703	How to promote awareness of Insight	Y	-	Y	45
704	How to improve our Insight team's reputation	Y	-	Y	48
705	How to improve Insight's role in key processes	Y	-	Y	49
706	Reassessing the position of Insight	-	-	Y	-
707	Steps to improve the position of Insight	-	-	Y	-
708	Successfully branding our Insight teams	-	Y	Y	-

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	Y	Y	Y	51
802	How to build a commercial foundation for Insight	Y	-		52
803	How to identify commercial value	Y	-		55
804	How to apply commercial thinking in Insight	Y	-		57
805	An introduction to Insight return on investment	Y			58
806	The value of Insight 2021	Y	-	Y	-
807	The value of Insight 2022	-	Y	Y	
808	Measuring Insight success	-	Y	Y	
809	Making the case for investing in Insight		Y	Y	