



An overview of IMA Insight capability benchmarking

Transforming Insight
leader survey

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An overview of Insight capability benchmarking

An introduction to our benchmarking service

The IMA has over 18 years' experience in benchmarking Insight capability, based on its best practice work with organisations in the UK, Europe, North America and Asia.

All IMA member organisations have the opportunity to complete a benchmarking survey annually as part of their membership.

The survey is completed by the Insight leader, allowing them to assess their organisation's Insight capability on core aspects of best practice and compare it to the IMA benchmark drawn from 400+ responses.

The benefits of benchmarking

- Clarifies what excellence looks like
- Identifies the relative strengths and weaknesses in your organisation's Insight capability
- Identifies how you compare against the IMA benchmark
- Includes a detailed discussion with, and tailored advice from, your expert IMA Senior Adviser
- Forms the basis for planning your Insight transformation

Transforming Insight leader survey

The survey assesses an organisation's Insight capabilities against **eight different territories** within *four key aspects* of Insight Management, all of which form the basis of the IMA's best practice work:

1. **Identifying value** looks at the core purpose of an Insight team and the ways we can identify value for our organisation by **generating** new insights and developing customer **knowledge**
2. **Driving change** explores the principle that there is no point doing any research or analysis unless we then use it to drive change through **communication** and **influence**
3. **Leading Insight** challenges perceptions of the role of the Insight leader and the requirement for us to design and deliver a top-down plan for leading Insight **strategy** and **people**
4. **Optimising impact** examines the **positioning** of the Insight team within the organisation and the critical role played by our contribution to sustainable **commercial** success

We also assess an Insight team's ability to accelerate its evolution and maintain its momentum.

The Insight capability benchmarking process

Key steps in the benchmarking process

First, the Insight leader completes the **Insight leader survey**.

The IMA then sends you a set of **survey results** showing your scores for each of our Insight Management territories, against the *IMA Benchmark* and *Best in Class* capability levels.

These comparison figures are drawn from the learnings gained in over 400 surveys completed by Insight leaders over the last 5 years, giving you an idea of capabilities across the board and at the top end.

Next, the survey results feed into a detailed 2-way **discussion** between the Insight leader and their IMA Adviser about current Insight capability and improvement priorities.

How to get started

For more information, please talk to your IMA Adviser or contact the IMA team at info@insight-management.org.

Insight capability benchmarking process

