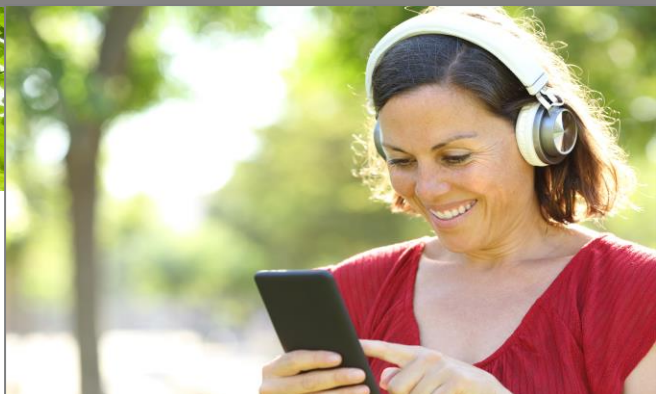




IMA *Transforming* Insight

IMA membership, May 2022



The Insight Management Academy offers inspiration, guidance and support to any organisation that has the ambition to transform its Insight team.

Tier 1  
annual membership

**Insight forums**

**Online & F2F forums** for Insight leaders to discuss best practice

**Online learning**

Up to **50 user licences** to access our expert guides & videos

**Insight benchmarking**

*Transforming Insight* leader survey to assess team capability

**Advice & encouragement**

From the IMA's team of Insight advisers

**Team development**

600 credits included for 30 workshop places / 20 hours

£10,999 +VAT

Tier 2  
annual membership

**Insight forums**

**Online & F2F forums** for Insight leaders to discuss best practice

**Online learning**

Up to **15 user licences** to access our expert guides & videos

**Insight benchmarking**

*Transforming Insight* leader survey to assess team capability

**Advice & encouragement**

From the IMA's team of Insight advisers

**Team development**

Optional - pay as you go with 33% discount

£4,999 +VAT

Tier 3  
annual membership

**Insight forums**

**Online forums** for Insight leaders to discuss best practice

**Online learning**

Up to **5 user licences** to access our expert guides & videos

**Insight benchmarking**

*Transforming Insight* leader survey to assess team capability

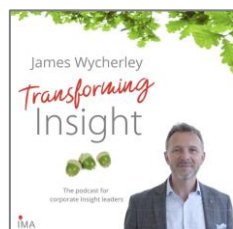
**Advice & encouragement**

From the IMA's team of Insight advisers

**Team development**

Optional - pay as you go with 33% discount

£3,999 +VAT

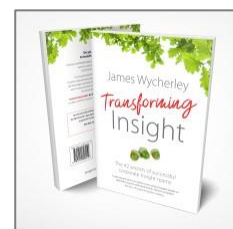


If you have the ambition to transform your Insight team, why not listen to the IMA's new *Transforming Insight* podcast or read our book:

***Transforming Insight***

*The 42 secrets of successful corporate Insight teams*

The podcast is available free on all major podcast platforms  
Copies of the book can be ordered from [www.transforming-insight.com](http://www.transforming-insight.com)





# IMA Transforming Insight

Transforming Insight programme, May 2022



The IMA offers a menu of team development options for members and non-members. Corporate members receive a 33% discount.

## Online open workshops 2022

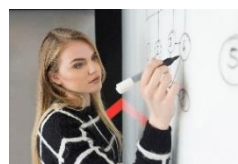
*These topics can also be booked for your Insight team, subject to availability*



**Introduction to corporate Insight**  
10 May & 15 Sep



**Commercial thinking for Insight**  
18 May & 21 Sep



**Consultancy & detective skills for Insight**  
24 May & 27 Sep



**Influencing skills for Insight**  
7 Jun & 5 Oct



**Behavioural economics for Insight**  
15 Jun & 11 Oct



**Storytelling for Insight**  
22 Jun & 18 Oct



**Visual communication for Insight**  
28 Jun & 2 Nov



**Aspiring Insight leaders**  
21 Jul & 30 Nov

## Online team workshops



**Insight transformation workshop**



**Insight positioning workshop**



**Knowledge farming workshop**



**Communication planning workshop\***

## Coaching, mentoring & consultancy



**Value of Insight project**



**Mentoring for Insight leaders**



**Insight strategy consultancy**



**Advanced Insight benchmarking**

*\*Communication planning workshops from September 2022. All IMA team development is provided online.*

Visit our website: [www.insight-management.org](http://www.insight-management.org) or email: [info@insight-management.org](mailto:info@insight-management.org)