



IMA Transforming Insight

IMA membership 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

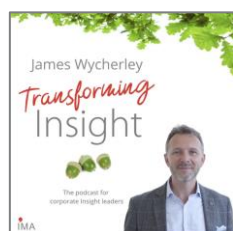
Advice & encouragement

From the IMA's team of Insight advisers

Team development

Optional - pay as you go with 33% discount

£3,999 +VAT

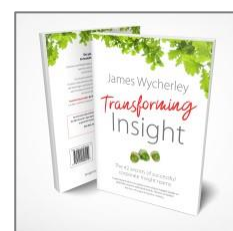


If you have the ambition to transform your Insight team, why not listen to the IMA's new *Transforming Insight* podcast or read our book:

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





IMA Transforming Insight

Transforming Insight programme 2022



The IMA offers a menu of team development options for members and non-members

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
15 Jun*, 22 Jun & 18 Oct



Visual communication for Insight
28 Jun, 19 Oct* & 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

All IMA team development is provided online

**Later timings to accommodate a US audience. **Communication planning workshops from September'22.*

Visit our website: www.insight-management.org or email: info@insight-management.org



Transforming Insight programme 2022



Tier 1 members receive 600 credits to spend in each membership year, and any additional credits can be purchased at a discounted member rate

Online Workshops (team & open)	Time needed (hours)	Team credits	Individual credits
Introduction to corporate Insight	4	180	20
Commercial thinking for Insight	4	180	20
Consultancy & detective skills	4	180	20
Influencing skills for Insight	4	180	20
Behavioural economics for Insight	4	180	20
Storytelling for Insight	4	180	20
Visual communication for Insight	4	180	20
Aspiring Insight leaders	4	180	20

Online open workshops are run every term with a mixed-company audience
(max. 15 attendees, up to 5 from any one organisation)

Online Workshops (team only)	Time needed (hours)	Team credits	Individual credits
Insight transformation workshop	2	150	n/a
Insight positioning workshop	3	150	n/a
Knowledge farming for Insight	4	180	n/a
Communication planning for Insight	4	180	n/a

Online team workshops are run with a single organisation
(subject to availability, max. 15 attendees)

Coaching, Mentoring & Consultancy	Time needed (hours)	Team credits	Individual credits
Value of Insight project	10	n/a	40
Mentoring for Insight leaders	6	180	n/a
Insight strategy consultancy	10	300	n/a
Advanced Insight benchmarking	2	450	n/a

Credits are calculated, based on a combination of IMA delivery *and* preparation time

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



Tier 1, 2 and 3 members receive a 33% discount on our services (included in the prices below)

Online Workshops (team & open)	Time needed (hours)	Team cost	Individual cost
Introduction to corporate Insight	4	£1,799	£199
Commercial thinking for Insight	4	£1,799	£199
Consultancy & detective skills	4	£1,799	£199
Influencing skills for Insight	4	£1,799	£199
Behavioural economics for Insight	4	£1,799	£199
Storytelling for Insight	4	£1,799	£199
Visual communication for Insight	4	£1,799	£199
Aspiring Insight leaders	4	£1,799	£199

Online open workshops are run every term with a mixed-company audience

(max. 15 attendees, up to 5 from any one organisation)

Online Workshops (team only)	Time needed (hours)	Team cost	Individual cost
Insight transformation workshop	2	£1,499	n/a
Insight positioning workshop	3	£1,499	n/a
Knowledge farming for Insight	4	£1,799	n/a
Communication planning for Insight	4	£1,799	n/a

Online team workshops are run with a single organisation

(subject to availability, max. 15 attendees)

Coaching, Mentoring & Consultancy	Time needed (hours)	Team cost	Individual cost
Value of Insight project	10	n/a	£399
Mentoring for Insight leaders	6	£1,799	n/a
Insight strategy consultancy	10	£2,999	n/a
Advanced Insight benchmarking	2	£4,499	n/a

Credits are calculated, based on a combination of IMA delivery and preparation time

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