



# IMA online library

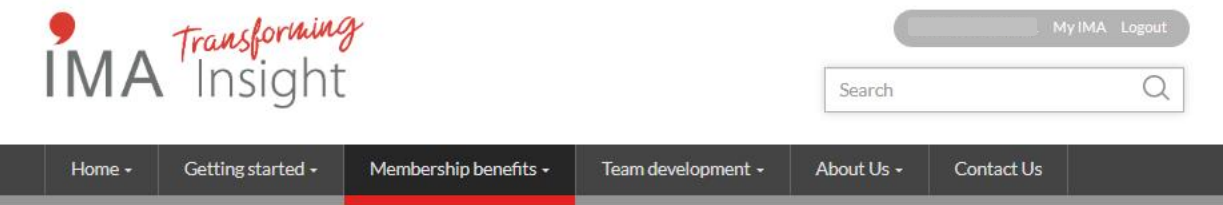
## *Summary of content*

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# Welcome to the IMA's online library



## 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 over 160 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 a summary of all topics by IMA territory.

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

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## Best practice territories to explore



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. This document lists our full range of online topics, listed by IMA territory.

Log in to the IMA website (top right) with the password you've been provided with, to view our online content.

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

| Ref. | Transformation                       |
|------|--------------------------------------|
| 001  | Transforming Insight                 |
| 002  | Leading Insight                      |
| 003  | Insight playbook                     |
| 004  | Achievements & ambitions for Insight |
| 005  | Essential Insight analysis           |
| 006  | AI's impact on Insight management    |
| 007  | Shape of Insight                     |
| 008  | Defining our Insight team's purpose  |
| 009  | Improving our Insight team's profile |



# Identifying value & driving change



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



| Ref. | Knowledge                          |
|------|------------------------------------|
| 201  | An introduction to Insight farming |
| 202  | Insight farming habits             |
| 203  | Insight farming enablers           |
| 204  | Using systems for Insight farming  |



| Ref. | Influence   |
|------|---|
| 301  | An introduction to influencing decision-makers      |
| 302  | How to understand decision-makers                   |
| 303  | How to improve stakeholder relationships            |
| 304  | Influencing skills for introverts                   |
| 305  | Behavioural economics for Insight teams             |
| 306  | How to nudge decision-makers                        |
| 307  | How to successfully influence remotely              |
| 308  | Tactics for influencing remotely                    |
| 309  | Fuel and friction: how to influence decision-makers |
| 310  | Following-up with confidence                        |
| 311  | 6 principles of Insight influencers                 |
| 312  | Unleash your inner influencer                       |



| Ref. | Communication                                       |
|------|---|
| 401  | An introduction to successful Insight communication |
| 402  | Building an Insight communication plan              |
| 403  | How to structure Insight communications             |
| 404  | Storytelling for Insight teams                      |
| 405  | Visual communication for Insight teams              |
| 406  | Telling tales at work                               |
| 407  | Communicating numbers                               |
| 408  | Insight communication tools & templates             |
| 409  | Using knowledge systems for communication           |





# Leading Insight & optimising impact



| Ref. | Strategy  |
|------|---|
| 501  | An introduction to / developing an Insight strategy |
| 502  | How to identify the opportunity for Insight         |
| 503  | How to define your ambition for Insight             |
| 504  | How to identify options for your Insight strategy   |
| 505  | How to execute an Insight strategy                  |
| 506  | How to prioritise an Insight team's work            |
| 507  | New data for Insight                                |
| 508  | New decisions for Insight                           |
| 509  | Defining an Insight-driven organisation             |
| 510  | Transforming Insight strategy at NPR                |



| Ref. | People  |
|------|---|
| 601  | An introduction to developing successful Insight people |
| 602  | How to lead an Insight team                             |
| 603  | How to identify key Insight skills and attributes       |
| 604  | How to develop an Insight perspective                   |
| 605  | How to recruit and develop an Insight team              |
| 606  | How to develop successful Insight teamwork              |
| 607  | Prioritising an Insight leader's time                   |
| 608  | Working on our Insight teams                            |
| 609  | Leading Insight people post-pandemic                    |
| 610  | Our Insight people: today & tomorrow                    |
| 611  | Guiding our Insight teams through change                |
| 612  | Recognising & managing imposter syndrome                |



| Ref. | Positioning                                       |
|------|---|
| 701  | An introduction to successful Insight positioning |
| 702  | How to develop the Insight team brand             |
| 703  | How to promote awareness of Insight               |
| 704  | How to improve your Insight team's reputation     |
| 705  | How to improve Insight's role in key processes    |
| 706  | Steps to improve the position of Insight          |



| Ref. | Commerciality                                    |
|------|--|
| 801  | An introduction to Insight commerciality         |
| 802  | How to build a commercial foundation for Insight |
| 803  | How to identify commercial value                 |
| 804  | How to apply commercial thinking in Insight      |
| 805  | An introduction to Insight return on investment  |
| 806  | The value of Insight 2021                        |
| 807  | The value of Insight 2022                        |
| 808  | Measuring Insight success                        |

