



IMA online library

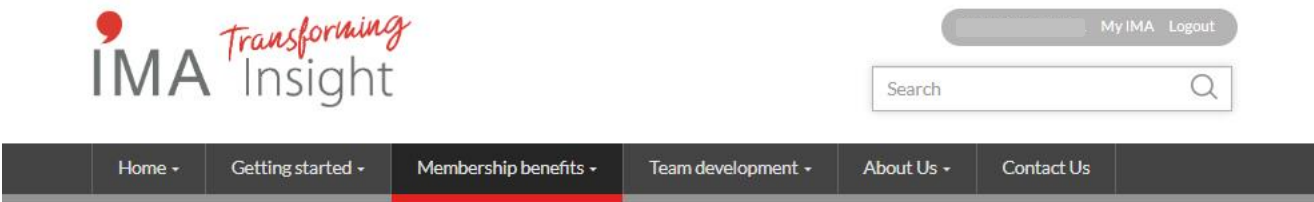
Summary of content

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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 150 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 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



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

