

Insight team development

The *Transforming Insight* programme provides inspiration, support and guidance for all Insight professionals

Insight team workshops

4-hour online workshops on core topics, run with one team or a variety of teams (max. 15 participants)



Commercial thinking



Consultancy & detective skills



Developing Insight knowledge



Influencing skills



Behavioural economics



Communication planning



Storytelling skills



Visual communication



Aspiring Insight leaders

Insight team essentials

1 or 2-hour informal online team discussions, facilitated by the IMA's senior advisers (max. 15 participants)



AI essentials for Insight management



How to say no, nicely



Developing a customer instinct



Insight competency frameworks



Developing your knowledge systems



Stakeholder mapping



Strategic management of agencies



Estimating Insight ROI



Introduction to Insight strategy

All workshops and essentials can be booked by members and non-members, but members receive a 33% discount

Session	Members (credits)	Members (£)	Non-members (£)
1-hour	50	£692	£1,038
2-hour	100	£1,383	£2,075
4-hour	200	£2,767	£4,150

+VAT on all prices

Additional team development

Individual or group support for Insight professionals (costs available on request)



121 mentoring for Insight professionals



Topic related coaching



Advanced Insight capability benchmarking