

Developing Insight Skills Workshop Outline

Key workshop objective: To provide the broader marketing team with an understanding of how Insights can be identified and delivered.

Structure: 2 days

Format: Interactive, participative and enjoyable workshop; with inputs from the course leaders, group and individual work. Custom written workshop case study.

Key outcomes of workshop

By the end of the workshop participants will be able to:

- *Build on their understanding of the research process and appreciate the role of Insight in driving action.*
- *Work more effectively with the Insight and Marketing Research team to deliver key Insights.*
- *Become more supportive to and participate in the wider Insight process.*
- *Understand the need to demonstrate the commercial value of Insight.*
- *Make better use of consumer/market data and the Insight process to justify research expenditure, generate new ideas and write better briefs.*
- *Understand how to use the Insight Roadmap to start to shift from a project based mindset (reactive orientation) to a continuous process of Insight identification and delivery (proactive orientation).*
- *Appreciate how an Insight mindset will produce greater business benefits than a more traditional research and analytical approach.*
- *Work with the Insight and Marketing Research team to better communicate marketing recommendations to senior management*

“Draft” timetable and contents

Pre-briefing

Joining instructions
Reflective questions
Pre-reading

Day 1

Session	Contents	Timing
0	Arrival and coffee	8.30 – 9.00
1	Introduction to workshop and Day 1 Welcome from sponsor(s) What is the challenge? Workshop objectives and ice breaker Introductions and participant objectives (what is in it for me?) Ground rules Introduction to workshop structure and ethos Personal action planning	9.00 – 09.45
2	Step 1: Definition of Insight and Benefits of New Paradigm <i>Defining what we mean by Insight.</i> <i>How Insight is different from market research.</i> <i>Understanding the benefits of Insight.</i> Introducing the “Insight Roadmap (5 step model)” Introducing the shift from a project based mindset to a continuous process of Insight identification and delivery. Aligning Insight objectives to corporate strategy	9.45 – 10.45
	Break	10.45 – 11.00
3	Step 2: Fine Tuning Resourcing Strategy <i>Working with the Insight and Marketing Research team</i> <i>Identifying the roles and responsibilities of the marketing organization and the Insight and Marketing Research team.</i> Strategies for getting all parties to work together to a common goal Introduction to case study and scoring Group exercise on case study	11.00 – 12.30
	Lunch	12.30 – 13.15

Afternoon

	Case study work continues... Informal group feedbacks	13.15 – 2.15
4	Step 3: Managing the Insight Process <i>Understanding the Insight process and what needs to be done to support this.</i> Strategies for spreading the Insight mindset throughout marketing and the wider organization. Integrating diverse information sources and dealing with complexity Reasons why it is important to think like a CEO/President.	2.15 – 3.15
	Break	3.15 – 3.30
	Step 3 cont... Think like a CEO/President – exercise Group exercise on case study	3.30 - 4.45
5	Review of Day 1 Passive concert (for review purposes) Key learning points Preview of Day 2	4.45 – 5.00

Day 2

Session	Contents	Timing
0	Arrival and coffee	8.30 – 9.00
1	Review of day 1	9.00 – 9.20
	<p>Step 4: Delivering World Class Insight</p> <p><i>How to work effectively with the Insight and Marketing Research team to get recommendations actioned</i> <i>Techniques for delivering powerful communications.</i> The importance of making time to communicate Insights really well.</p> <p><i>How to support messages with readily available key business and product statistics</i> The importance of making time to communicate Insights really well.</p> <p>How to generate deep understanding and action through powerful influencing techniques</p> <p>Group exercise on presenting Insight</p>	9.20 – 10.45
	Break	10.45 – 11.00
	Delivering Insight exercise continued...	11.00 – 11.30
	<p>Step 5: Evaluating the Impact of Insight</p> <p>Establishing the right commercial language to use <i>Shifting from project objectives alone to including revenue implications</i></p> <p>Three key stages:</p> <ol style="list-style-type: none"> 1. Pre Project Assessment <ul style="list-style-type: none"> – Identifying and prioritising work that holds the most potential Insight 2. Potential Value Identified <ul style="list-style-type: none"> – Identifying potential value available to the business based on results 3. Actual Value Realised <ul style="list-style-type: none"> – Specific intervals e.g. 3,6,12 or 24 months after project completion – Determine how much potential value originally identified was realised <p>Examples of world class Insight from Europe and Globally Futurewatch – trying to envisage what Insight will look like in the future</p> <p>Group exercise on evaluation</p>	11.30 – 12.30
	Lunch	12.30 – 1.15

Afternoon

	Case study Presentations Preparation for a formal presentation covering all five stages of the case study	1.15 – 3.15
	Break	3.00 – 3.15
	Case study presentations to a senior team (the other group plus course leaders)	3.15 – 4.15
	Next steps Personal action planning – what, when etc? Presentation scores Prizes for winning team Key learning points Workshop close Workshop evaluation (individual) Workshop debrief (group)	4.15 – 5.00