

## Insight Masterclass Workshop Outline

Key workshop objective: To provide the Consumer Insight and Marketing Research Team with a deep understanding how to identify and implement an advanced program of market Insight, such that the Insight team makes a significant impact to the business.

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:

- *Deliver more actionable marketing and brand recommendations to the organization, by building on existing knowledge of insight and market research approaches.*
- *Provide a more strategic focus through advanced planning skills.*
- *Work more effectively with the broader marketing organisation to deliver key Insights.*
- *More confidently challenge existing business assumptions.*
- *Use the Insight Roadmap to shift from a project based mindset (reactive orientation) to a continuous process of Insight identification and delivery (proactive orientation).*
- *More effectively communicate with senior executives, by talking their language.*
- *Measure the impact on the business by demonstrating the commercial value of the Insight process.*
- *Benchmark Insight performance, with world class Insight providers from Europe and Globally.*

## “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	<b>Introduction to workshop and Day 1</b>  Welcome from sponsor(s) What is the challenge? What are the demands on the Insight team? 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	<b>Step 1: Definition of Insight and Benefits of New Paradigm</b>  Agreement on Insight definition New ways of working better and smarter Planning the journey from research/analysis to Insight 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
	<b>Break</b>	10.45 – 11.00
3	<b>Step 2: Fine Tuning Resourcing Strategy</b>  Deciding your resourcing strategy e.g. internal vs. external Selecting the right vendors Identifying the roles and responsibilities of internal Insight specialists and external vendors 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
	<b>Lunch</b>	12.30 – 13.15

## Afternoon

	Case study work continues... Informal group feedbacks	13.15 – 2.15
4	<b>Step 3: Managing the Insight Process</b>  Identifying and building advanced Insight skills. Outlining a model for managing Insight and raising its profile and effectiveness Strategies for spreading the Insight mindset throughout marketing and the wider organisation Integrating diverse information sources and dealing with complexity Reasons why its important to think like a CEO/President	2.15 – 3.15
	<b>Break</b>	3.15 – 3.30
	<b>Step 3 cont...</b>  Think like a CEO/President – exercise  Group exercise on case study	3.30 - 4.45
5	<b>Review of Day 1</b>  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><b>Step 4: Delivering World Class Insight</b></p> <p>The importance of clear and powerful communications in ensuring that the Insight team makes a significant impact to the business</p> <p>The importance of making time to communicate Insights really well</p> <p>How to translate research and analysis results into actionable commercial implications</p> <p>Advanced techniques for structuring presentations</p> <p>Supporting messages with key business and product statistics</p> <p>Generating deep understanding and action through powerful influencing techniques</p> <p>Group exercise on presenting Insight</p>	9.20 – 10.45
	<b>Break</b>	10.45 – 11.00
	Delivering Insight exercise continued...	11.00 – 11.30
	<p><b>Step 5: Evaluating the Impact of Insight</b></p> <p>Establishing the right commercial language to use</p> <p>Three key stages:</p> <ol style="list-style-type: none"> <li>1. Pre Project Assessment <ul style="list-style-type: none"> <li>– Identifying and prioritising work that holds the most potential Insight</li> </ul> </li> <li>2. Potential Value Identified <ul style="list-style-type: none"> <li>– Identifying potential value available to the business based on results</li> </ul> </li> <li>3. Actual Value Realised <ul style="list-style-type: none"> <li>– Specific intervals e.g. 3,6,12 or 24 months after project completion</li> <li>– Determine how much potential value originally identified was realised</li> </ul> </li> </ol> <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
	<b>Lunch</b>	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
	<b>Break</b>	3.00 – 3.15
	Case study presentations to a senior team (the other group plus course leaders)	3.15 – 4.15
	<b>Next steps</b> Personal action planning – what, when etc? Arrangements for training roll-out Presentation scores Prizes for winning team Key learning points Workshop close  Workshop evaluation (individual) Workshop debrief (group)	4.15 – 5.00