



*The 42 secrets of  
successful corporate  
Insight teams*

James Wycherley

Quirks Chicago  
March 2023

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This should be the best  
time ever to work in a  
corporate Insight team

Has your Insight team  
succeeded in creating  
an Insight-driven  
organisation?

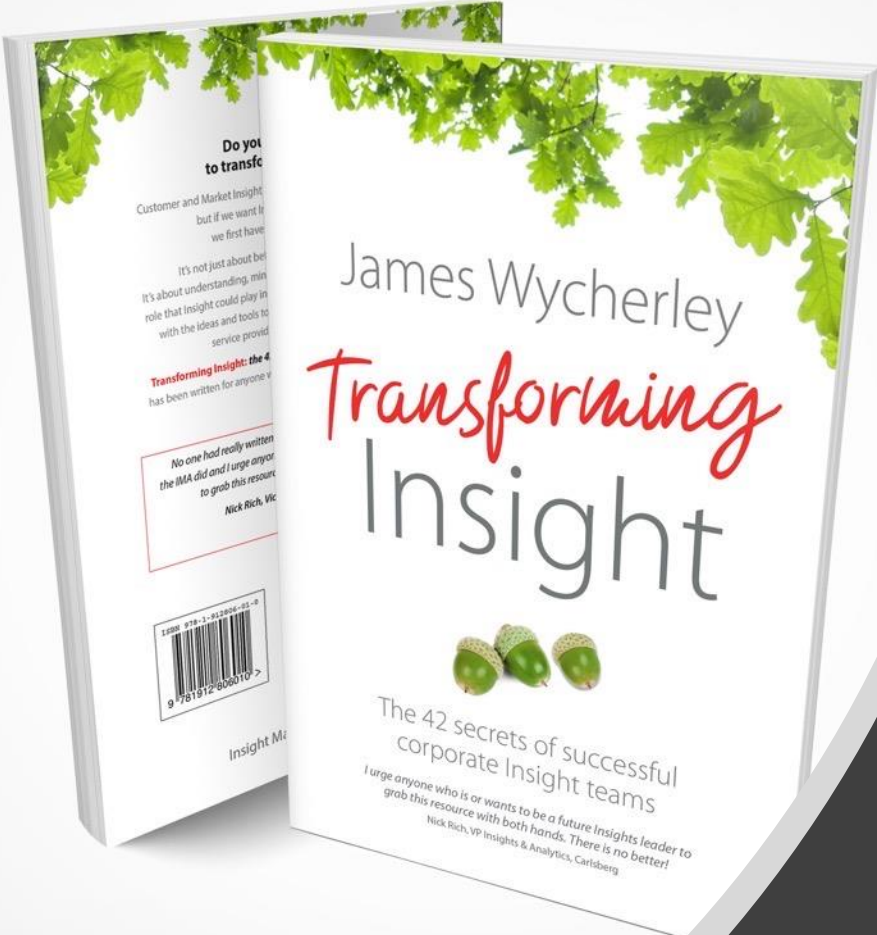




Since 2005, the IMA's Insight forums have given senior leaders the chance to discuss best practice

# Many famous organisations have contributed





**Do you  
to transfo**

Customer and Market Insight  
but if we want it  
we first have  
It's not just about be  
It's about understanding, min  
role that Insight could play in  
with the ideas and tools to  
service provid

**Transforming Insight: the 4**  
has been written for anyone v

No one had really written  
the IMA did and I urge anyone  
to grab this resource  
Nick Rich, Vic



Insight M

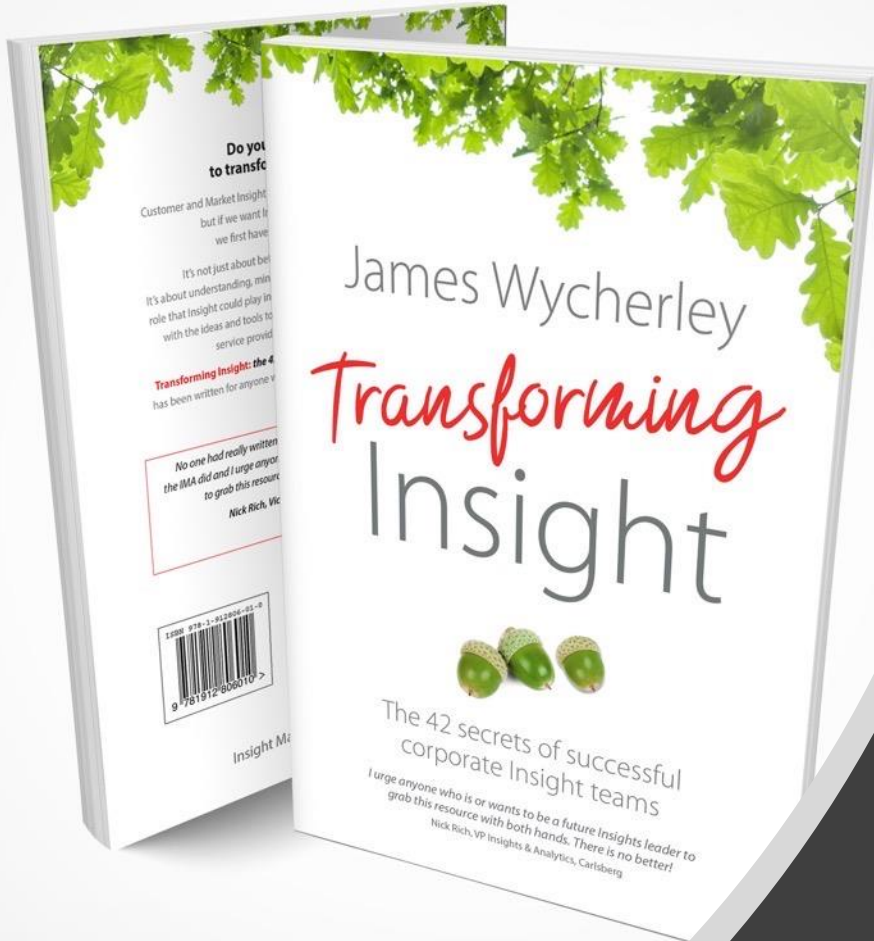
James Wycherley

# Transforming Insight



The 42 secrets of successful  
corporate Insight teams

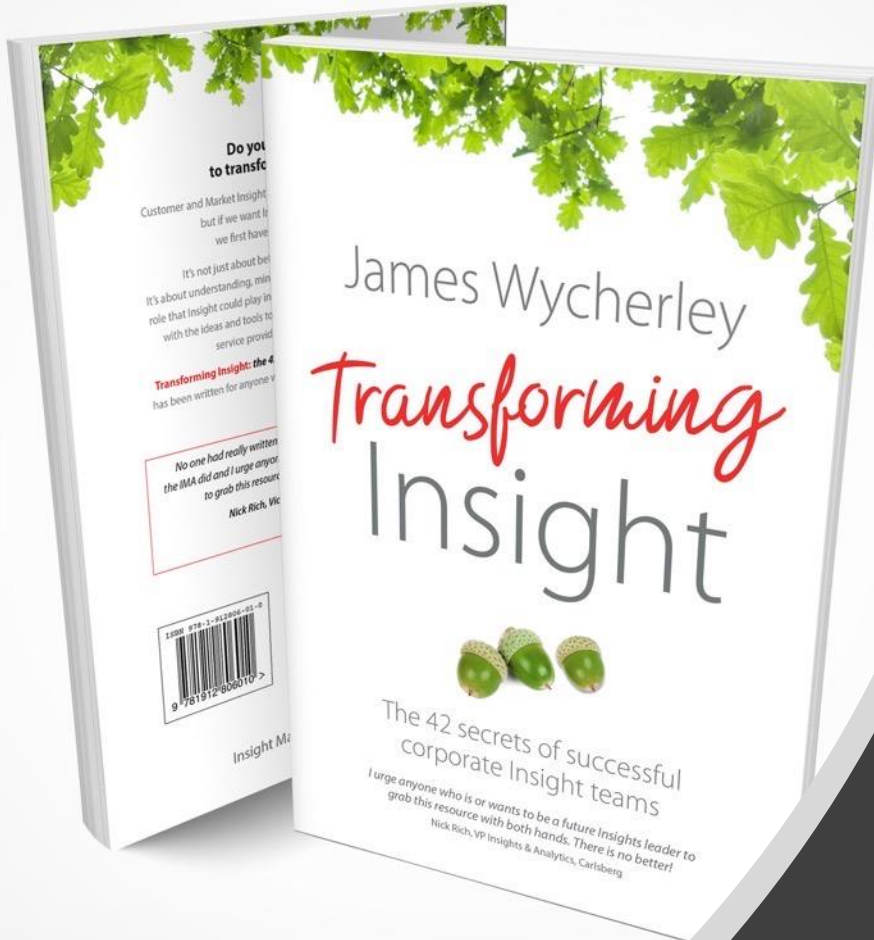
*I urge anyone who is or wants to be a future insights leader to  
grab this resource with both hands. There is no better!*  
Nick Rich, VP Insights & Analytics, Carlsberg



*Customer Insight has the potential to transform the performance of any organisation.*

**James Wycherley**

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*Customer Insight has the potential to transform the performance of any organisation.*

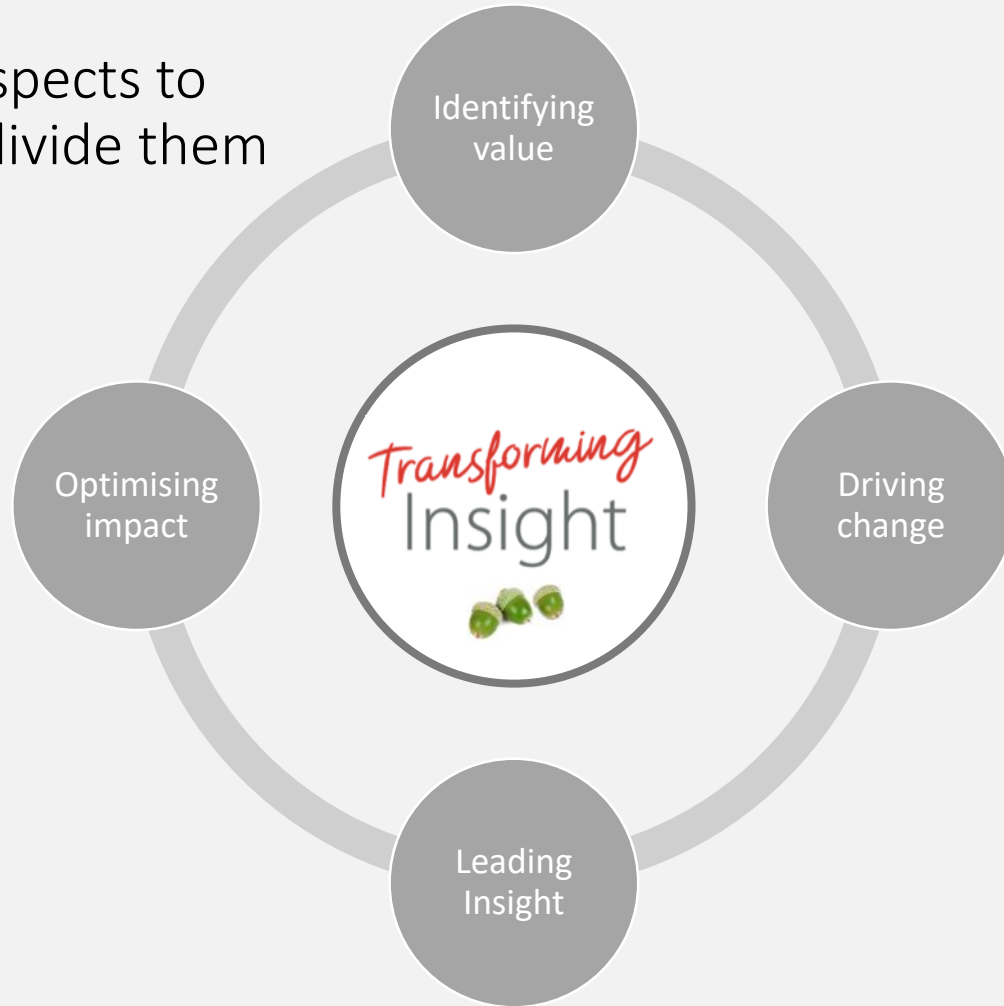
*But if we want Insight to transform our organisations, we first have to transform our Insight teams.*

**James Wycherley**

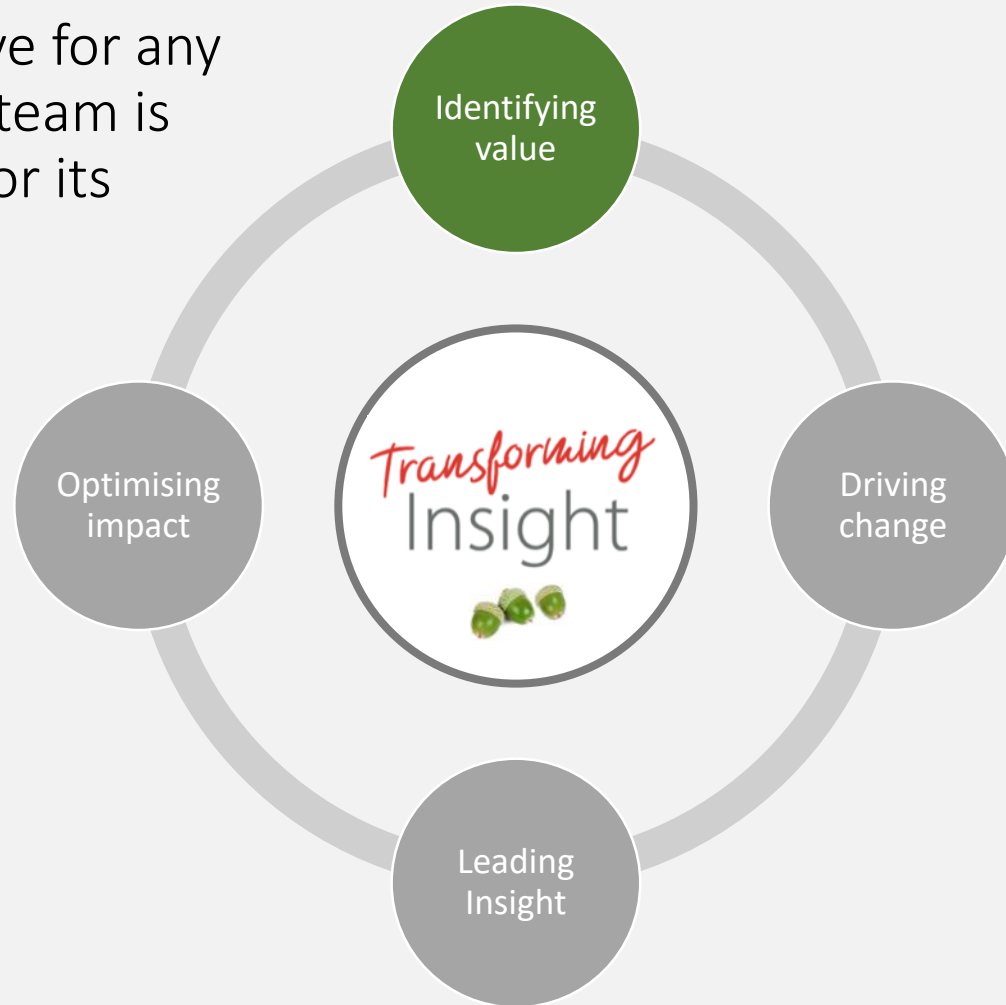
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There are many aspects to consider, so let's divide them into four sections



The first imperative for any corporate Insight team is to identify value for its organisation



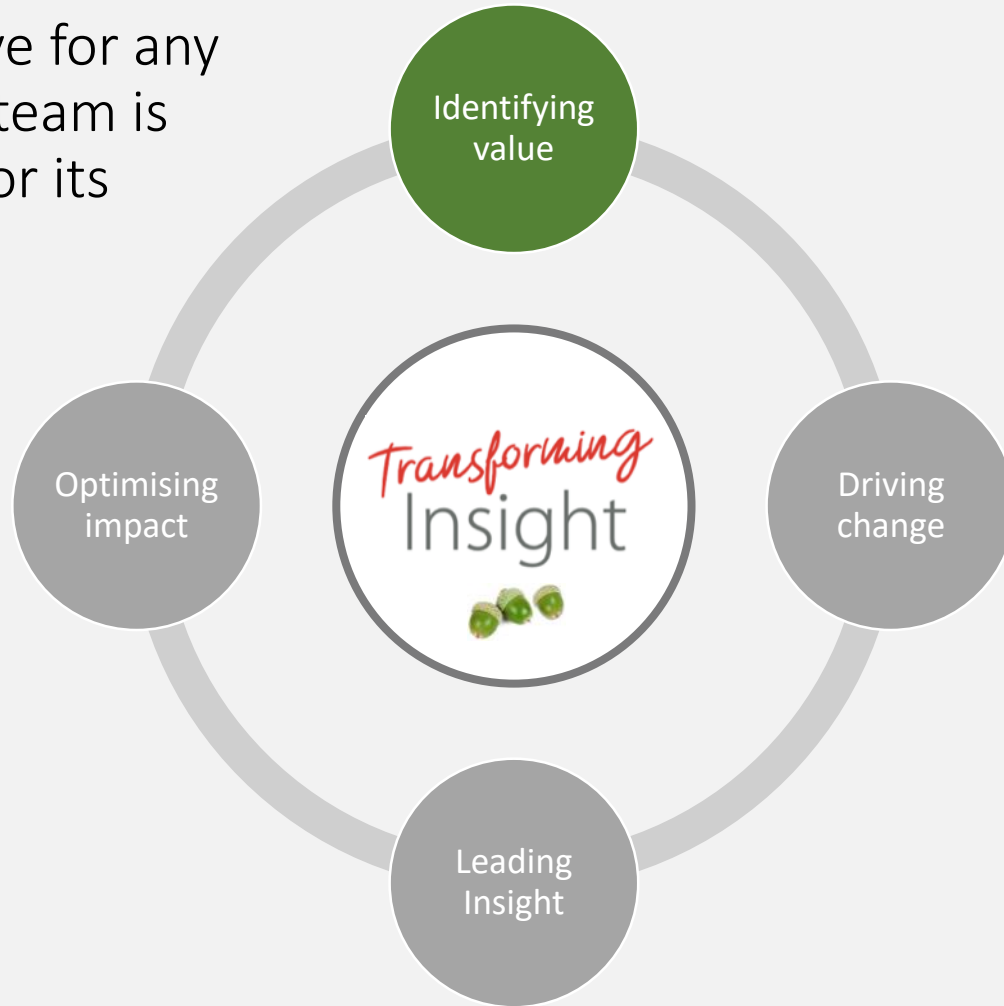
Successful Insight teams use joined-up research and analysis to investigate business issues and solve problems



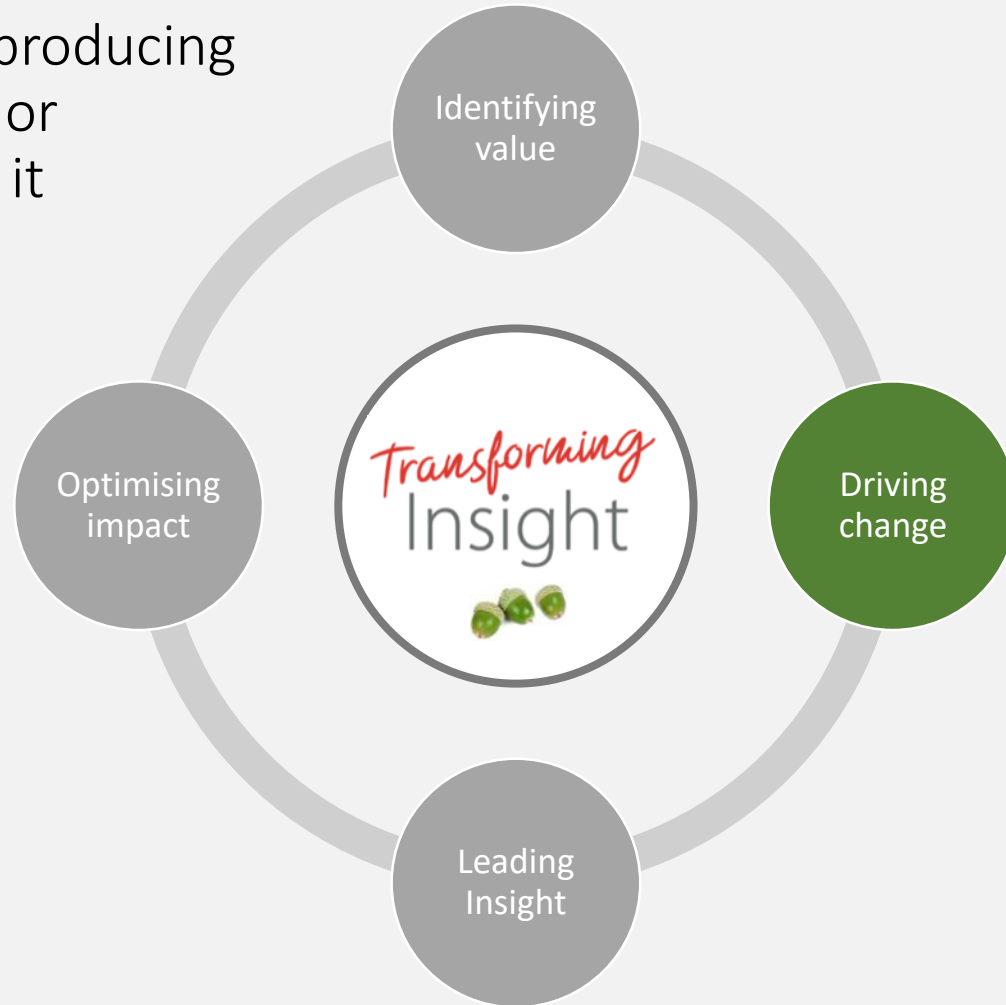
Successful Insight teams aspire to be Insight farmers, cultivating and harvesting customer knowledge



The first imperative for any corporate Insight team is to identify value for its organisation



There is no point producing research, analysis or knowledge unless it drives change



Successful Insight  
teams drive change  
by influencing  
senior decision-  
makers

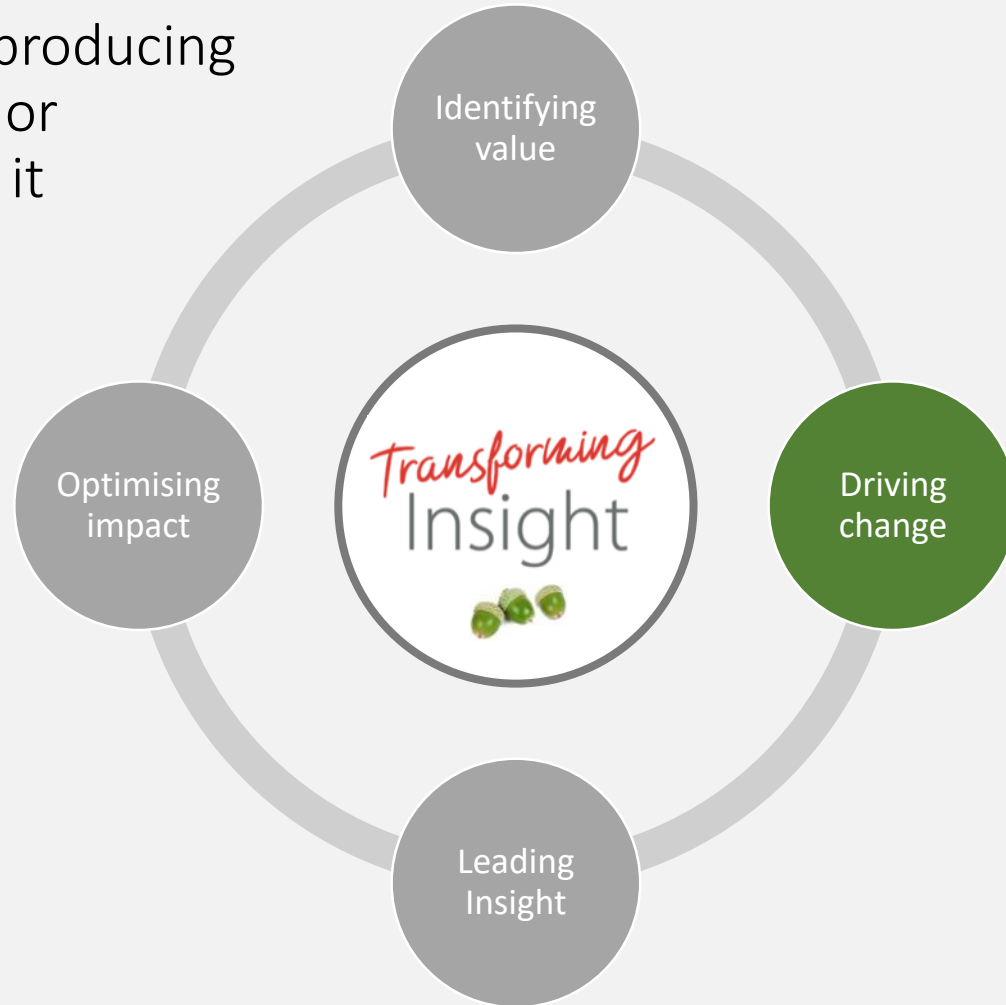


Successful Insight teams drive change by communicating insights and insight across the whole organisation

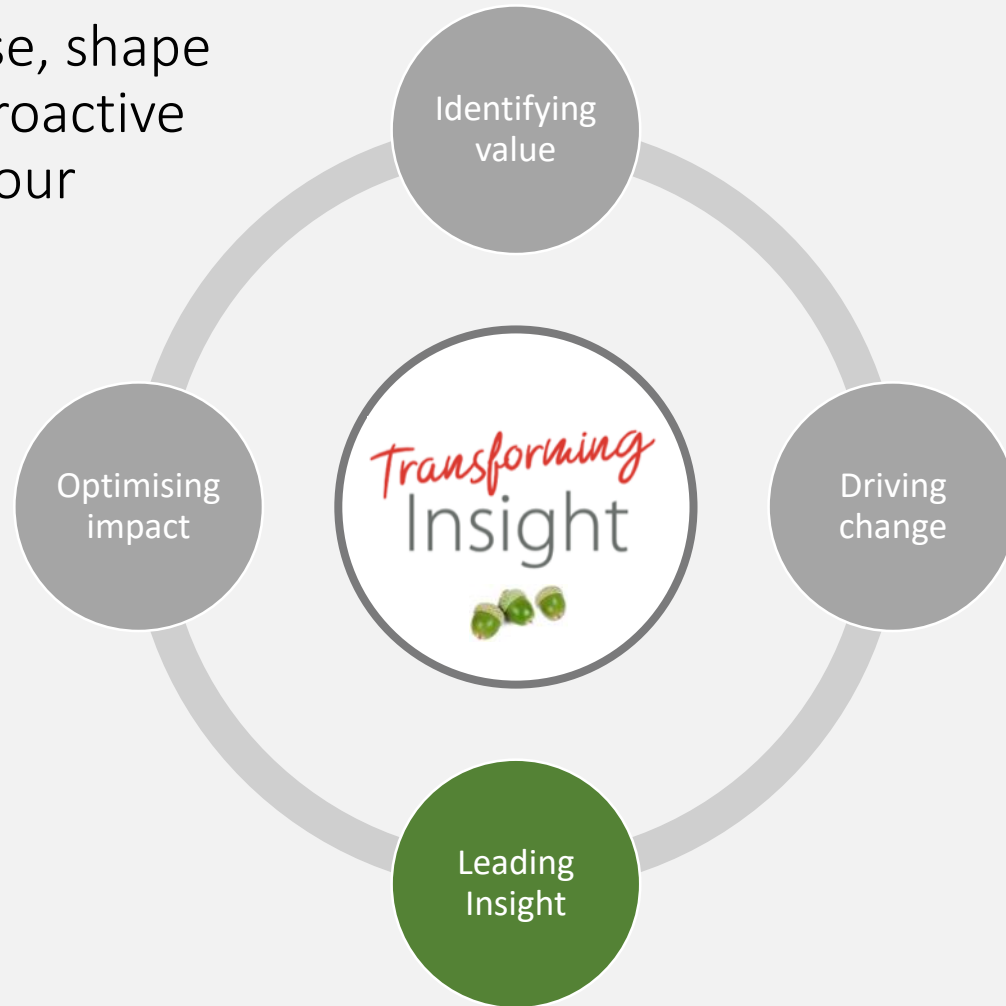




There is no point producing research, analysis or knowledge unless it drives change



We need to choose, shape and articulate a proactive role for Insight in our organisations



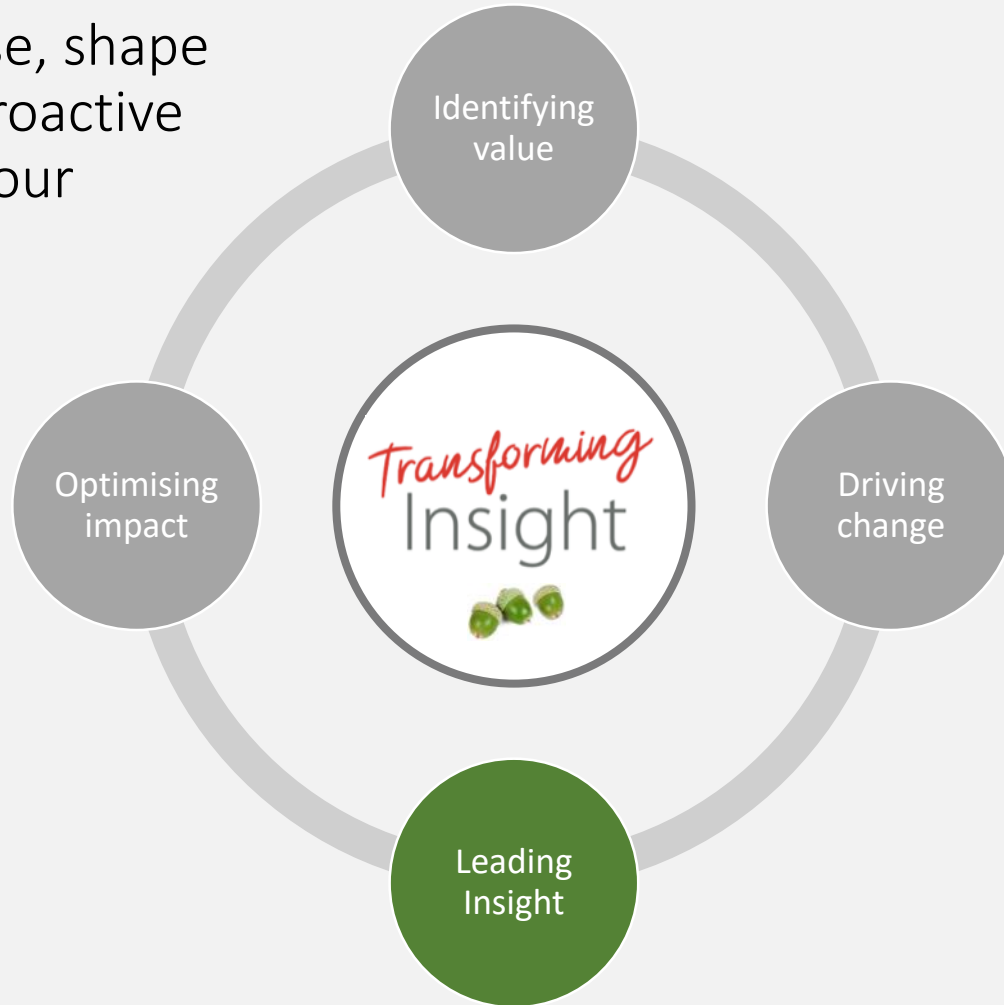
Successful Insight teams lead the development of a top-down Insight strategy for their company



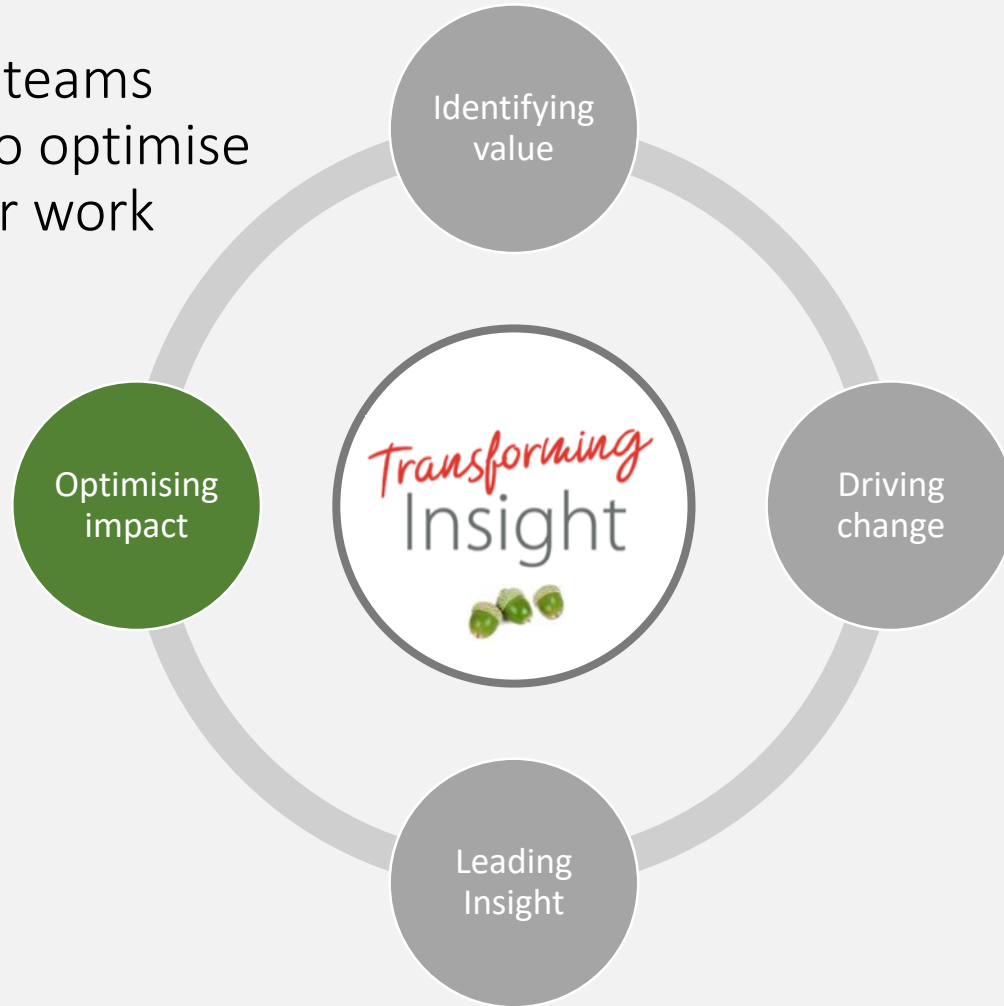
Successful Insight teams proactively recruit and develop people with skills, understanding and perspective



We need to choose, shape and articulate a proactive role for Insight in our organisations



Successful Insight teams constantly strive to optimise the impact of their work



Successful Insight teams work to optimise their impact by improving Insight's position in hearts, minds and processes



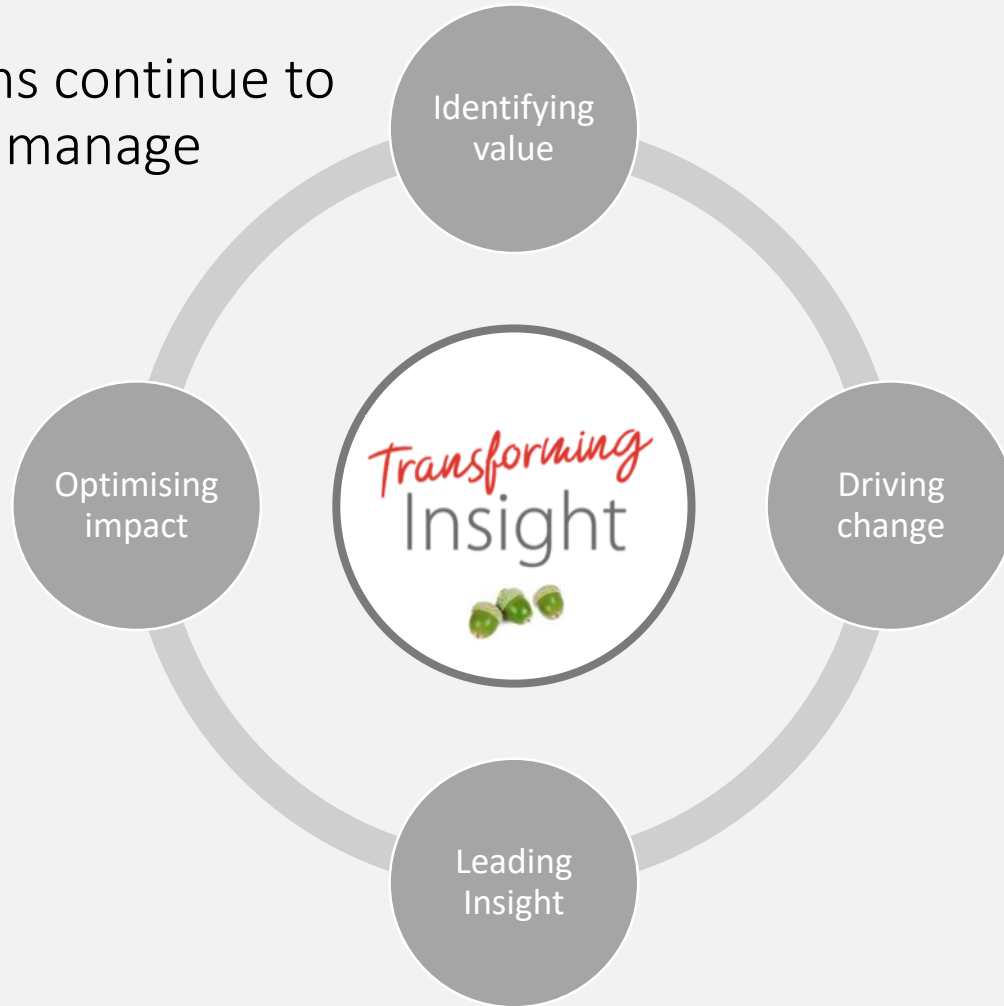
Successful Insight teams optimise their impact by making an explicit contribution to commercial success



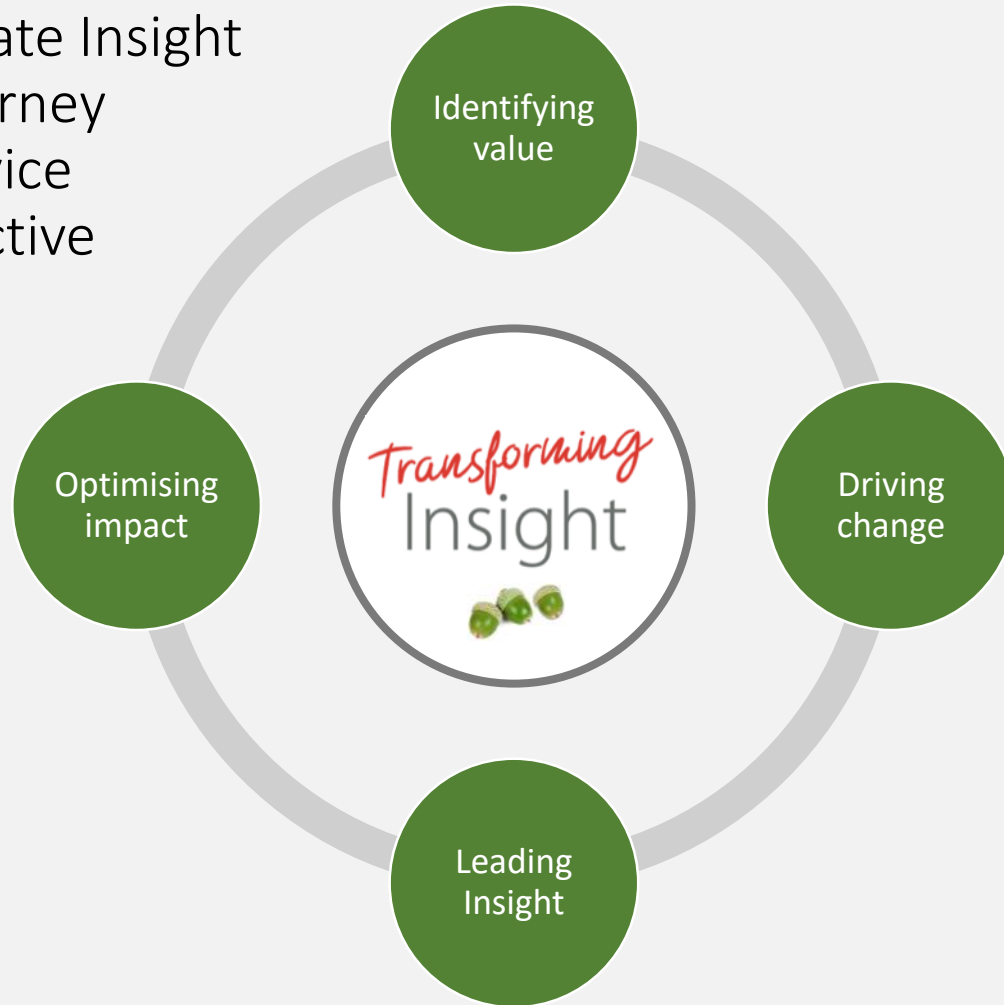




Many Insight teams continue to produce data and manage research projects



Successful corporate Insight teams go on a journey from reactive service providers to proactive strategic drivers





## IMA's support for members

- Insight forums *for leaders*
- Insight network *to contact peers*
- Member content *guides & videos*
- Benchmark *Insight capability*
- Ad hoc advice *& encouragement*
- Team development *workshops, masterclasses, coaching & mentoring*



*How to develop an  
Insight leader's  
playbook*

James Wycherley

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