

Looking for seat
at the table?
More resources?
A new job?

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**Demonstrating the Business
Impact of Insights can get
you these things and more**

AGENDA

- 🔗 Why Business Impact
- 🔗 Measuring Insights impact
- 🔗 Demonstrating Insights impact
- 🔗 Six tips to get you going



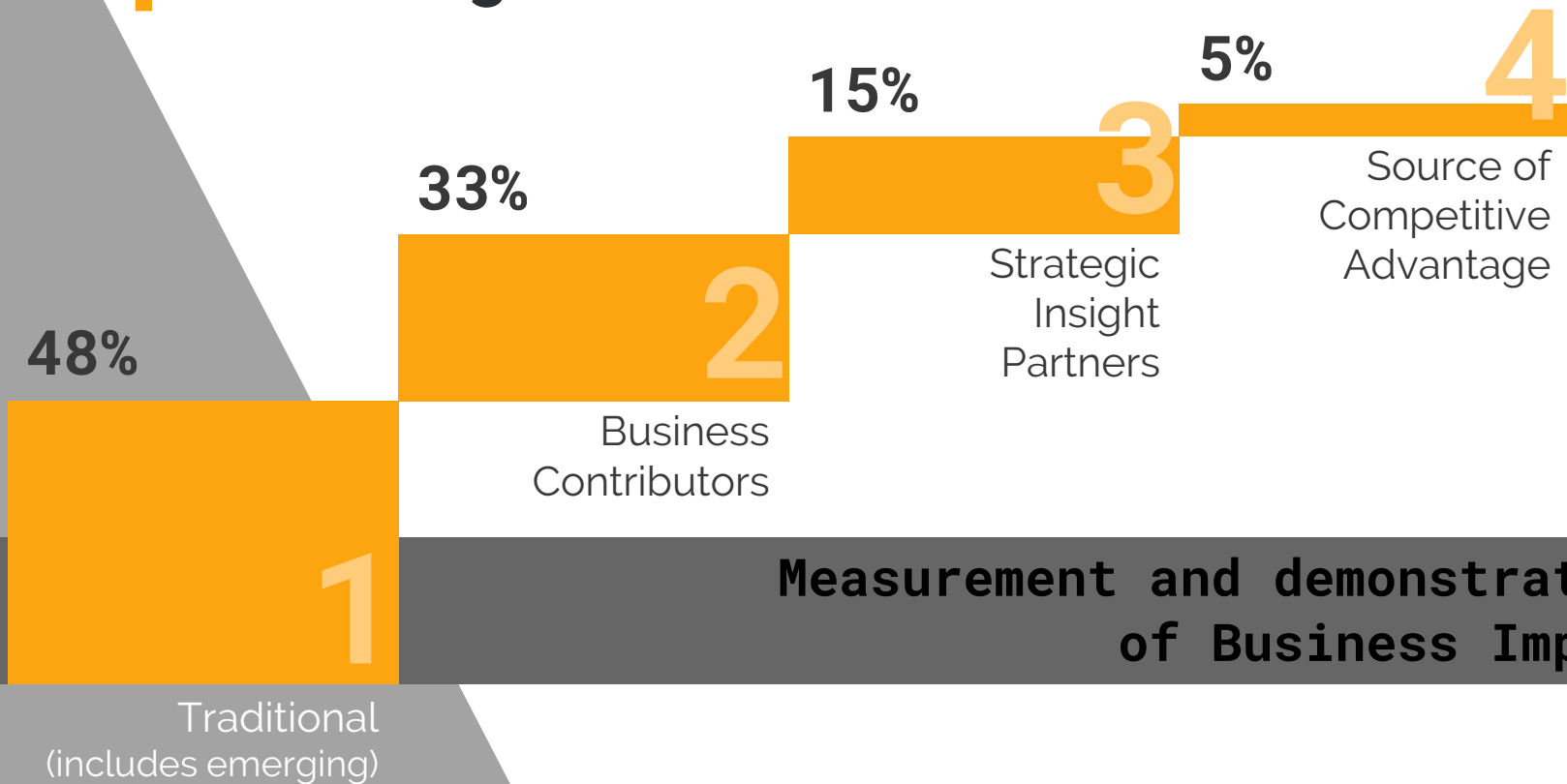
1. Why Business Impact



What is the business impact of **INSIGHTS**?

- IT'S **NOT** BUDGET EFFICIENCY
- IT'S **NOT** CHEAPER & FASTER
- IT **IS** THE MEASURABLE INFLUENCE ON DECISIONS AND ON BUSINESS RESULTS

The role of Insights



Benefits of measuring the Business Impact of Insights

Increased stakeholder satisfaction

Seat at the strategic table

Greater budget

More control over budget

More freedom to innovate and initiate strategic work

Increased resources

Respect



Difficult to do –
studies are used in
many different
ways

Difficulty in
isolating impact of
Insights

Time lag between
insight delivery
and business
results

(Quantifiable)
Business
objectives not
clearly defined

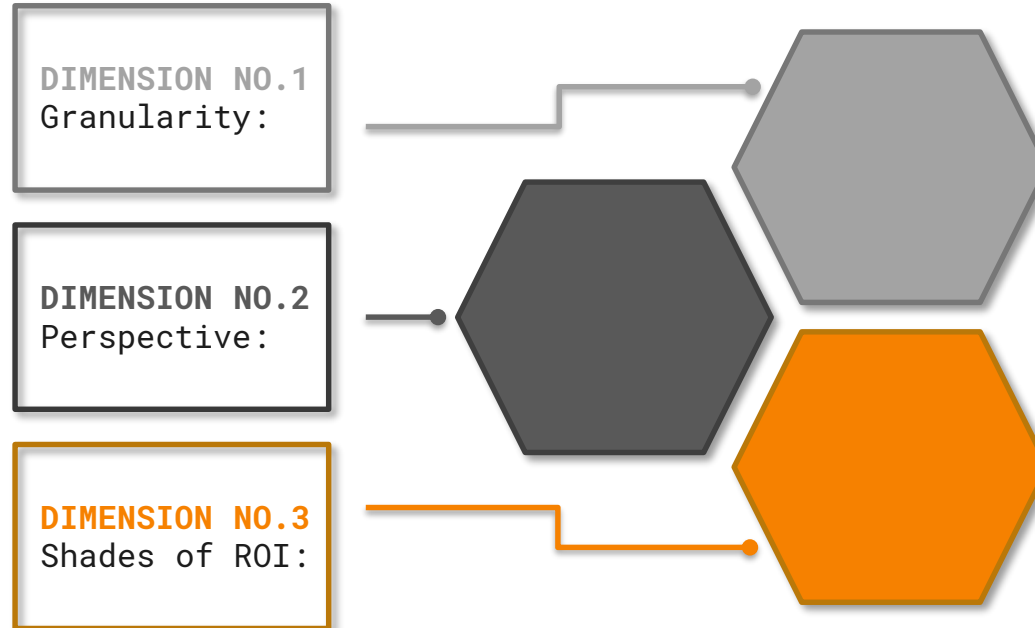
Insights distant
from business
decision-makers

Lack of alignment
on impact metrics

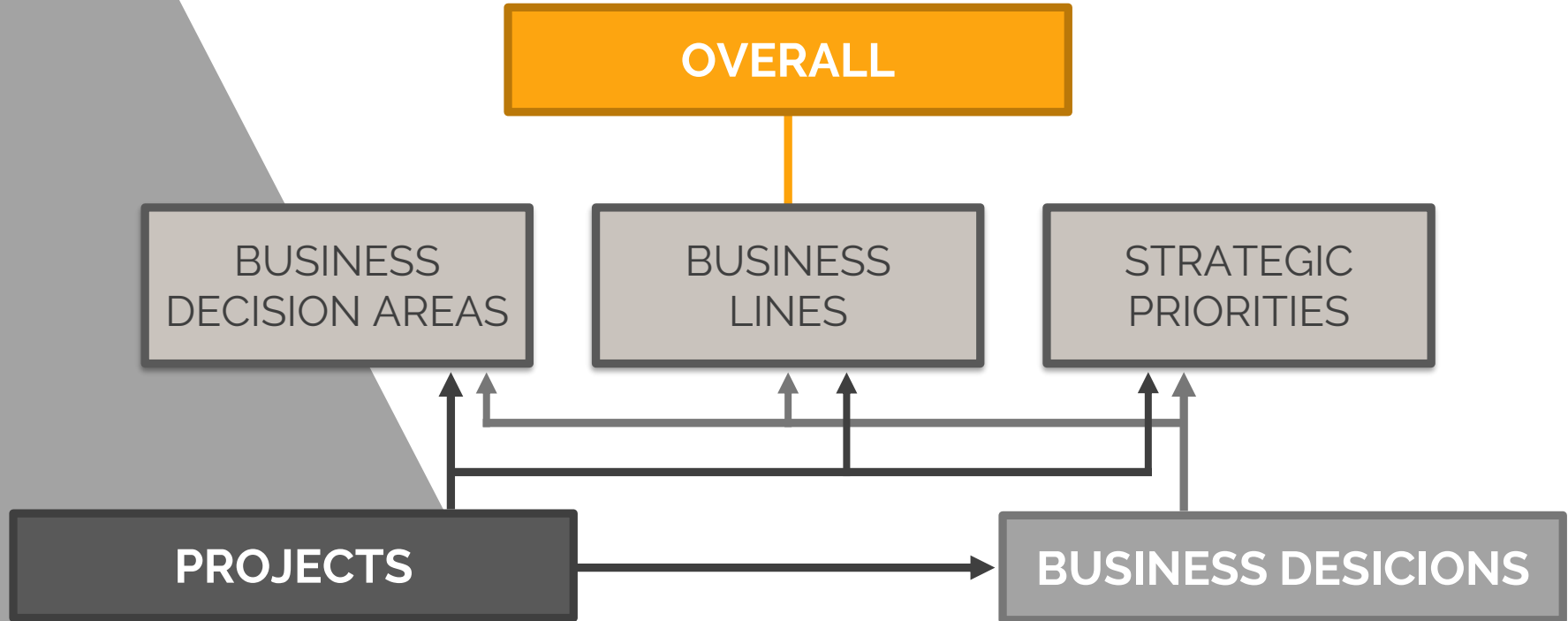
Barriers to measuring Insights Business Impact

2. Measuring Insights Impact

GRBN ROI OF INSIGHTS MEASUREMENT FRAMEWORK



DIMENSION NO.1 – GRANULARITY



DIMENSION NO.2 – PERSPECTIVE

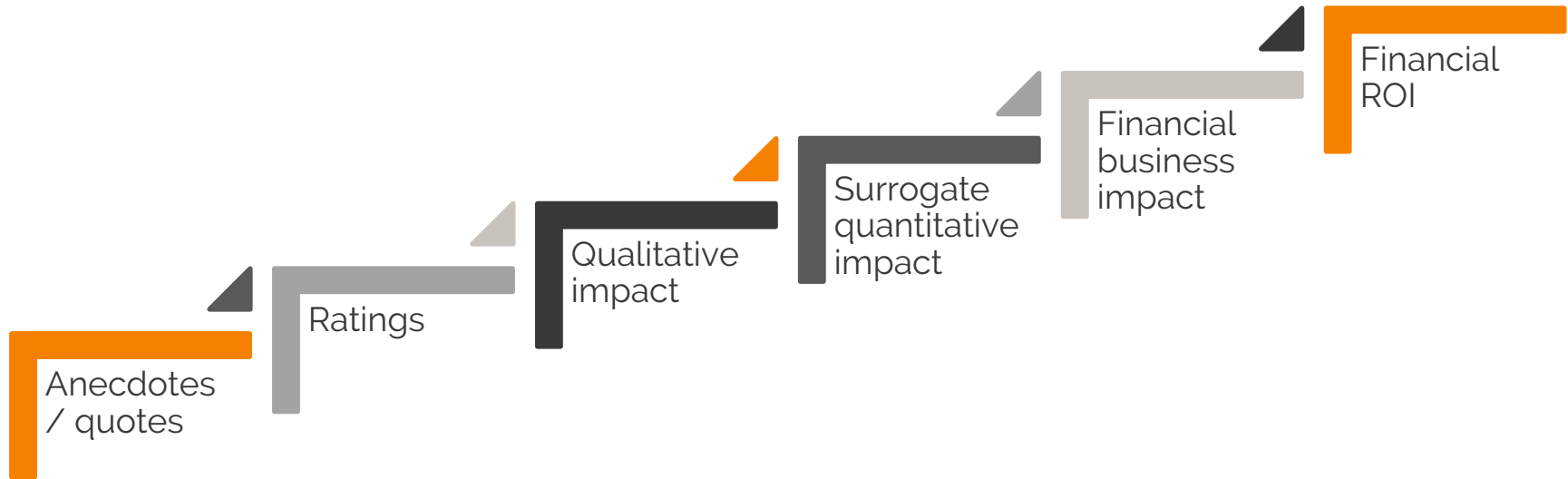
FORECAST AND ACTUAL ROI

Forecast ROI

Actual ROI



DIMENSION NO.3: SHADES OF IMPACT MEASUREMENT



3. Demonstrating Insights impact

THE BUILDING BLOCKS IN CREATING A STRONG BUSINESS IMPACT STORY

Background

What we did

Key Insights

Business
Impact

4. Six tips to get you going



Get Going

A wooden abacus with multiple rows of colorful beads (yellow, purple, blue, red, green, yellow, purple, blue, red) is shown. The abacus is made of light-colored wood and has a semi-transparent text overlay at the bottom. The background is a soft, out-of-focus green wall.

Engage the CFO

A close-up, shallow depth-of-field photograph of various LEGO bricks and pieces scattered on a red, textured surface. The pieces include yellow 1x4 and 1x6 bricks, red 1x4 and 1x6 bricks, black 1x4 and 1x6 bricks, and several smaller pieces like 1x2 and 1x3 bricks, as well as some specialized parts like a black axle with a red bush and a black pin. The text "Build Model(s)" is overlaid in white on a semi-transparent dark grey banner at the bottom of the image.

Build Model(s)



Gather Feedback



Be Bold, Be Proud

A row of silver trophies with blue ribbons, arranged in a line, receding into the background. The trophies are ornate, with a cup-like top and a decorative base. The background is a blurred green field.

Share the Glory

THANK YOU

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