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

ANDREW CANNON
Executive Director
Global Research Business Network

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

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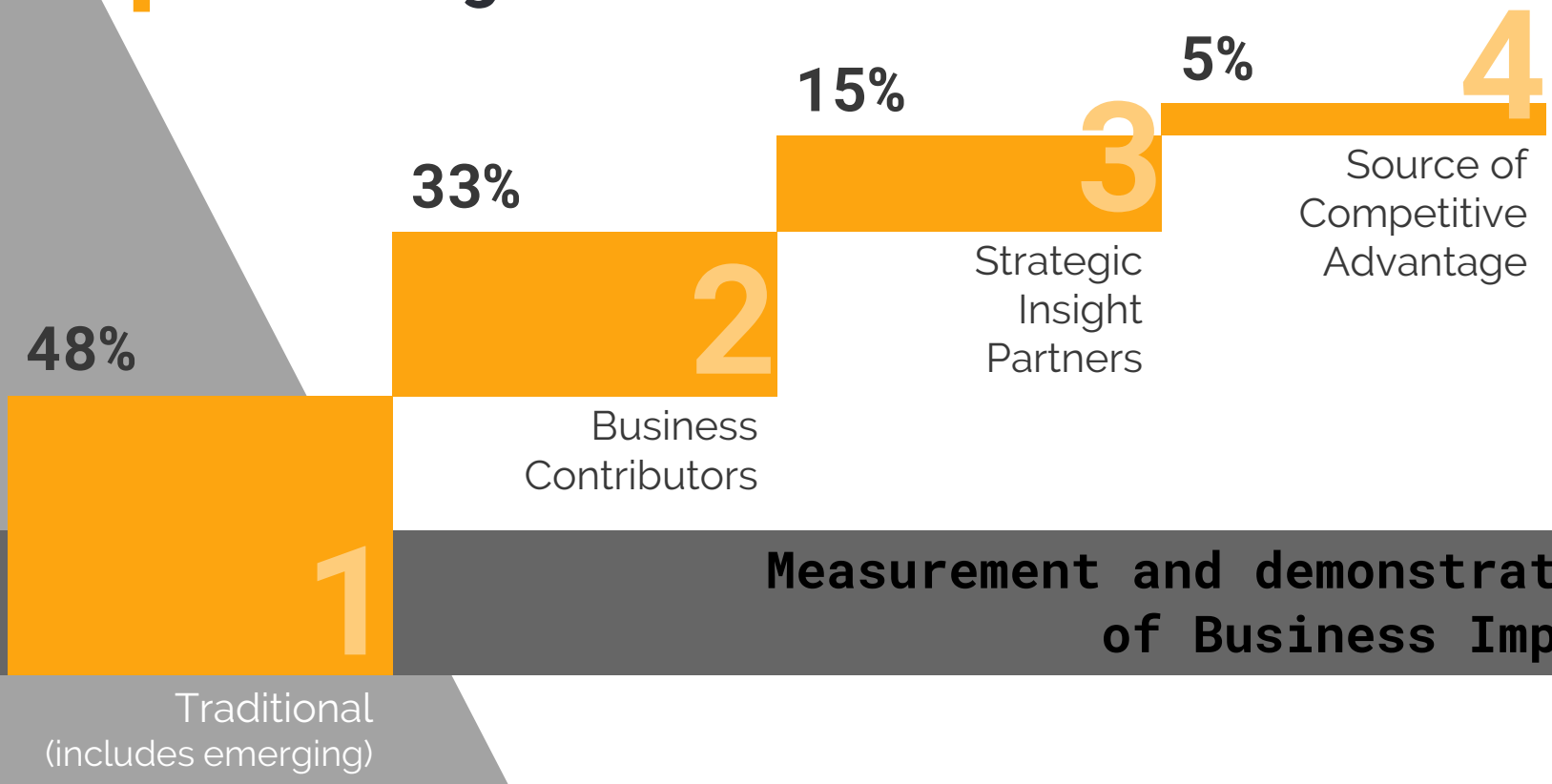
1. Why Business Impact

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



SOURCE: BCG, Yale CCI, and Cambiar 2015 Consumer Insights Benchmarking Study

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

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Barriers to measuring Insights Business Impact

- 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

2. Measuring Insights Impact

GRBN ROI OF INSIGHTS MEASUREMENT FRAMEWORK

DIMENSION NO.1
Granularity:

DIMENSION NO.2
Perspective:

DIMENSION NO.3
Shades of ROI:

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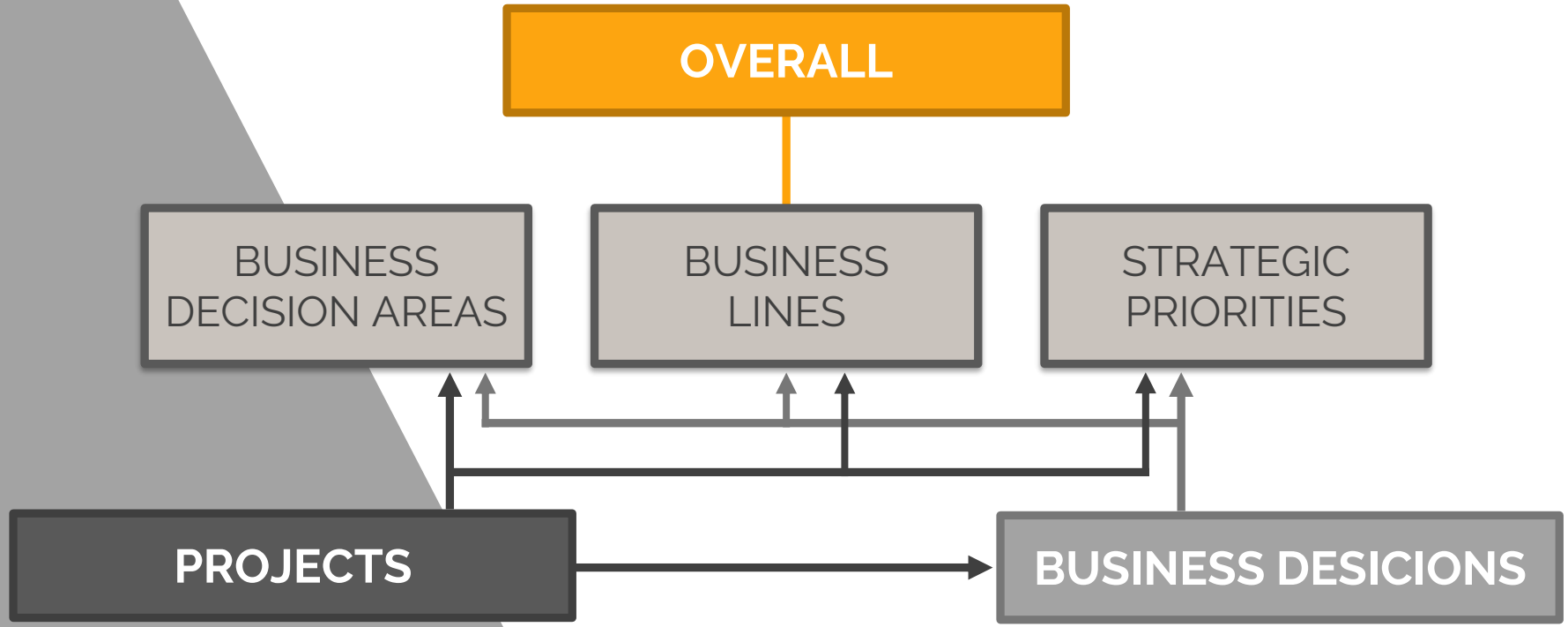
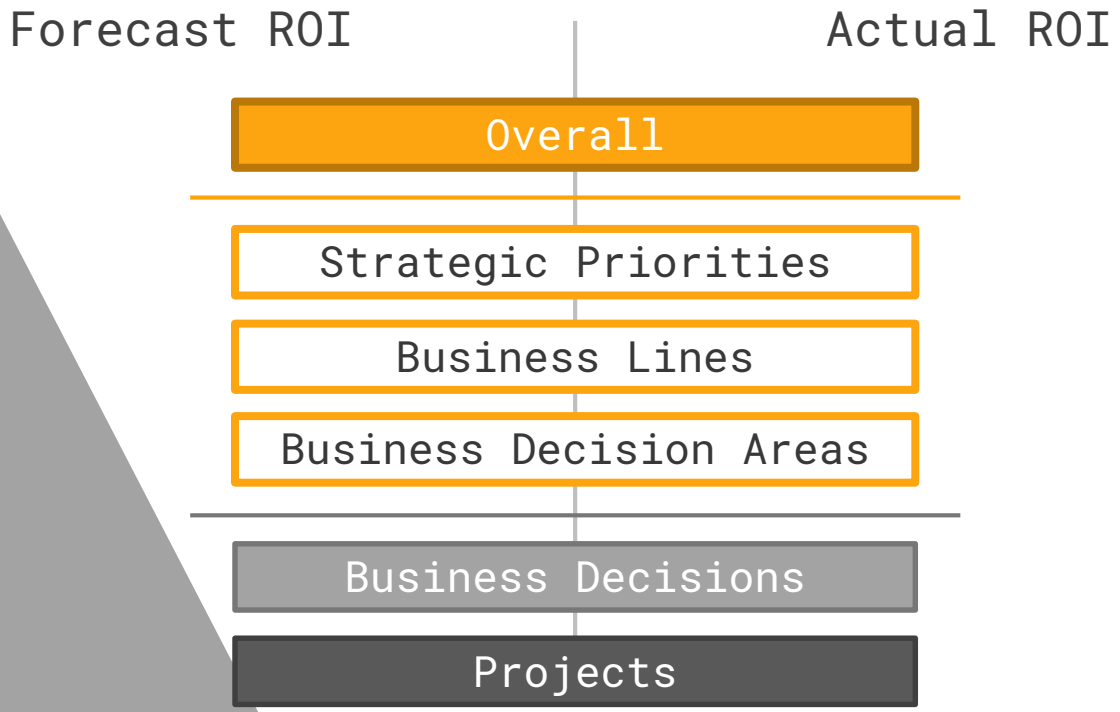
DIMENSION NO.1 – GRANULARITY

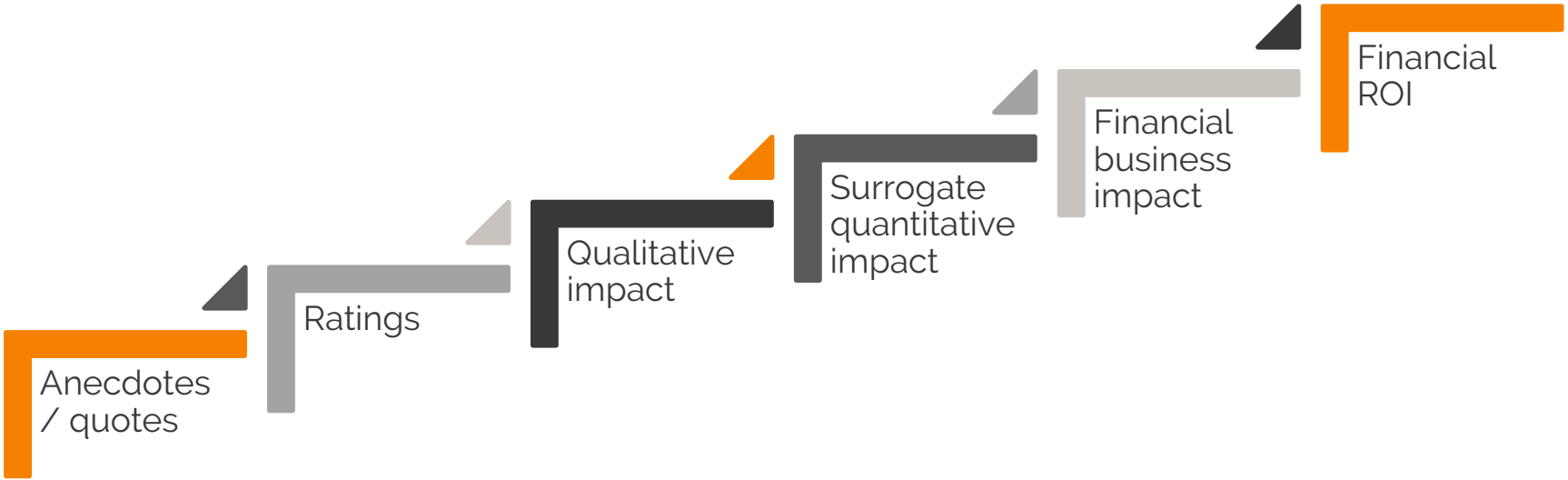


DIMENSION NO.2 – PERSPECTIVE

FORECAST AND ACTUAL ROI



DIMENSION NO.3: SHADES OF IMPACT MEASUREMENT



3. Demonstrating Insights impact

THE BUILDING BLOCKS IN CREATING A STRONG BUSINESS IMPACT STORY

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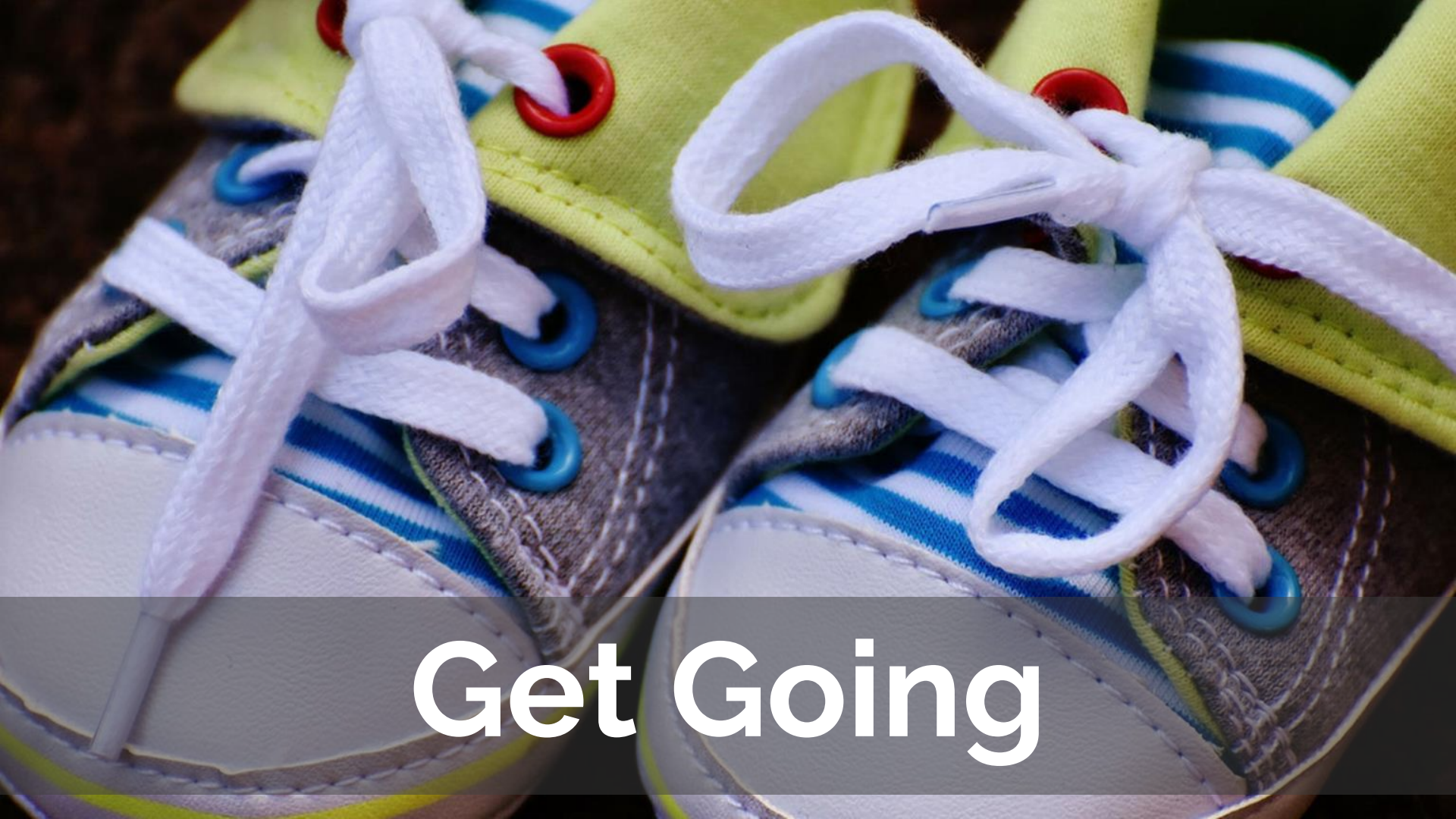
- Background
- What we did
- Key Insights
- Business Impact

4. Six tips to get you going


Get Going

Engage the CFO

Build Model(s)

Gather Feedback

Be Bold, Be Proud

Share the Glory

THANK YOU

ANDREW CANNON

Executive Director

Global Research Business Network

andrew.cannon@grbn.org