



## Workshop Overview

Large amounts of data and information is open to many organisations from a variety of sources, but quite often by not taking a structured approach valuable insights are missed and these are only half the battle, once identified it's the way they are applied that determines how much of their power and value materialises in the execution.



## Benefits

This course will help you harness the essence of the insights and communicate those to the business in a clear and meaningful way that helps underpin and drive the strategy. This course is for anyone responsible for getting the most out of the research and applying it to their organisations growth strategy.

## Outcomes & Content

- ✓ The business value of insight
- ✓ Driving a fact-based, data-to-insights journey
- ✓ Developing analytical skills
- ✓ Adding value to the strategic process
- ✓ Explore research tools
- ✓ Ways to improve knowledge management
- ✓ Critical path to problem definition
- ✓ Ensuring you get the insight right
- ✓ Adding strategic value
- ✓ Telling the strategy story



## Who should attend ?

Participants will be expected have a working knowledge of your organisation's strategy. It is particularly helpful if you have the responsibility of making a contribution to, managing or overseeing a research budget, insights or strategy team.

