Agile Insight
How can you make your research pay back faster?

Speed to Value

Agile means saving time, saving money and making decisions more efficiently.

Not just fast turnaround research, but faster to delivering value and impact.

Agile insight is:

— Working at pace
— Team-led
— Iterative
— Visual frameworks
— Plans, actions, checklists

Three principles for successful Agile working

1 / Be guided by a clear purpose

— Explicitly state your goals – even if they change
— Use templates and tools to capture complexity
— Match everything you do to a clear purpose; identify and ignore distractions

2 / Be pragmatic about process and method

— The method is never the hero
— Be open to picking tools that are good enough – don't let the perfect be the enemy of the good
— Work to deadlines even if that means prioritising staging outputs and coming back to things later

3 / Work informally and flexibly

— Client and agency roles should be fluid and overlapping
— Communicate often
— Stay close to stakeholders' needs and be open to course-correct as needed

"It gave me a different perspective on how to approach traditional research and I came away with some really useful frameworks, hints and tips that will come in very handy for future projects."

Kathryn Eastwood,
Senior Insight Manager, Sainsbury's

Problem-solving tools to facilitate speed to value throughout the consulting process

Interrogate
Scoping

Core Question and Challenge Definition:

Tools to deliver a SMART, explicit statement of your goal, and a clear map of the context and challenges surrounding it.

Invent
Design and execution

Issue Tree

A process for defining a workplan matched to your core question by identifying the data points needed to build an answer.

Integrate
Analysis and synthesis

Fact Sheet

Templates to capture evidence consistently, systematically and in a way that democratises it. And a process matching analysis to your issue to drive speed and efficiency.

Influence
Communication of results

Pyramid Principle and Storyboarding

Reporting tools to structure the logic of the answer quickly and easily, and then develop audience-appropriate outputs.

Incite
Activation

Planning outputs

Fit-for-purpose outputs, ready for immediate use: concise strategic documents and plans plus (separate) comprehensive data resources.

AURA

Agency of the Year 2018, 2019

Commercial Acumen winners for 2014, 2016, 2017, 2018, 2019

For "Proactively helping to drive commercial returns from insight" as voted by a panel of 200 member companies and 700 individual members.

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