

INSIGHT. IMPACT. ACTION.

Communicating for Impact Training Program

The richest insight in the world doesn't add value unless it prompts action. And actionable insights don't just happen. They are the product of the right environment, the right behaviors, the right skills, and the right attitude.

Let us help your teams create the conditions, adopt the behaviors and take on the attitudes that will lead them to find the rich insights that your clients will act on.

"Insight is NOTHING without buy in. Buy in happens when a client can take ownership of an insight"

Siamack Salari, Director/Owner at EDLAPPCOM Ltd., Belgium



Develop insights
for impact, not
data that drowns.

THE END OF THE 50-PAGE POWERPOINT

"Research tends to deliver 50 page PowerPoints – that's not the pace of the business" - Insurance Company CMO

"The presentation should take 10 minutes. The conversation should last for hours" - Margaret Coughlin, CMO

Are your presentations and reports focused on the "Now What?" (What your client should do) or on the "What?" (What you did or found). Does your team tend to present everything that was learned, or are presentations succinct and focused on key insights and indicated actions? Does your team make presentations impactful by using storytelling and visual techniques? Does your team follow-up after the presentation to "own" making action happen? Do presentations usually lead to action?

Researchers and analysts who go through our 3-Step Insight and Communication Skills Program tell us that the "before and after" difference is dramatic – they are able to divine the insights, tell the story and have real impact in their clients' organizations.

“I had opportunity to put together a report, deliver it to the client and their consultant, and walk both through the report yesterday by phone. The report received accolades from the consultant and the client”.

- Recent program participant with 20 years' experience.

Your seminar will reflect our analysis of your own reports and presentations.

STEP 1: We review your team's reports and presentations using a 10 point evaluation tool, and then develop a customized seminar for you.

STEP 2: We lead a 1.5 day interactive seminar that includes:

Enhancing Insight Productivity

- A framework for developing insights that drive business impact
- Definition of insight to focus your efforts
- NORA (New/Opportunity/Revenue/Action) checklist
- Practices to enhance organization and individual productivity and impact
- Kiasung interactive case study

Communicating for Impact

- Checklist for a killer report or presentation
- The importance of context and audience
- The elements of report preparation
- Principles of communication and storytelling
- Structuring information to tell a story, and to tell it succinctly
- Leveraging visual storytelling to create engagement and an emotional connection
- Suggested report and presentation templates
- Taking responsibility for making action happen

STEP 3: We provide individual coaching for the team to accelerate buy-in and implementation

Contact us to find out how Cambiar's Communicating for Impact Program can help you gain a competitive edge in providing the insights your clients need and the means to drive them into the organization.

Insight. Impact. Action.

Contact: Ian Lewis: ian@consultcambiar.com

Simon Chadwick: simon@consultcambiar.com

Cambiar assists market research agencies and corporate research departments who seek to thrive in a changing, challenging world. For more information, visit us at www.consultcambiar.com.

©2011 Cambiar, LLC, All rights reserved. Rev. 7-11