



Customer Insight and Foresight Training

Who might benefit from this training?

- Market research and insight professionals
- Marketing
- Innovation
- R&D
- Relevant to B2B and B2C markets



Customer insights are **'hidden truths'** that relate closely to current and future customer needs. They are key to identifying **future business opportunities**—rather than the 'rear view mirror' record of what has gone before, that market research provides. This means that high quality customer insights are a critical ingredient for businesses to **drive organic growth**.

Many teams undertake data analysis in a **deductive** way. This means moving from the general to the specific e.g. 'from x we can deduce Y'. The deductive approach can appear logical and straightforward. However, deductive analysis alone does not enable you to understand how trends and customer needs **combine together**. For that you need a process that is **inductive**. Inductive analysis means moving from the specific to the general. It is a more creative process that enables you to make new connections between data sets and find a **unifying theme between different elements**. This is how "high potency" insights are created.

Overview of Training.

1. A **systematic approach** to getting insights.
2. **Tools and techniques** to extract maximum value from your current market data and also from your team's tacit market knowledge.
3. Access the **resourceful mindstates** for insight and foresight.

Great Returns on Your Training Investment.

- **Learn ways to understand your customers better than they understand themselves!**
- **Insights will differentiate your propositions and communications and drive new competitive advantage.**
- **New innovative propositions that are grounded in real customer needs and wants have a greater chance of success.**
- **Uncover brand new market opportunities and create real value.**
- **With new processes, tools and techniques and an ability to access more resourceful mindstates, your people will become high-performing innovation teams.**

" Hugely valuable as an opportunity to revise our view on insights ... helps you really identify where there is scope to innovate in the market."

**European Market-
ing Manager
National Starch
Food Innovation.**

Anotello[^]

Learning Highlights

Customer Insight

- Learn a **proven process** that is modelled on the way the human brain naturally gets to insight.
- How to review legacy data with **'fresh eyes'** and get more value from it.
- Effective **customer interviewing** that goes deeper, faster.
- How to use **metaphor** to access unconscious customer needs.
- Synthesize diffuse pieces of data and get away from 'the obvious'.
- Learn how to unlock customers' rational **and** emotional needs.
- **Model 'customer delight'** for your business with metaphor.
- Learn how to **validate insights**, and co-create with customers.
- Use data from all sources.
- Be creative about **insight activation**.

Foresight

- Understand the problems of extrapolating trends in a linear fashion.
- Learn how to map **trend networks**.
- Understand reinforcing trends and conflicting trends.
- Learn how to **resolve conflict** between trends and so create business opportunities.



Why Choose Anatellô for Your Innovation Training?

- We are specialists in innovation. We have our own body of knowledge and also draw on world class research in our field.
- Other innovation trainings focus mostly on processes. In addition to processes, we also train in innovation tools and techniques and the resourceful mindstates for customer insight and foresight.
- Our courses are experiential which keeps participants engaged.
- Our trainers and facilitators are senior people who have extensive experience of the theory and practice of innovation. They can respond to the unique interests and aspirations that participants bring to the training.

Learning Format

- Balance of theory and practise.
- Case studies
- Practise on a mini-insight project.
- Live customer immersion (2-day format only).

Course Formats

- Custom designed to exactly meet your needs. Typically:-
- 1-day masterclass
- 2-day including live customer immersion.
- "Marketing University" courses.

Want to know more?

Email :
team@anatelloglobal.com

Call :
+44 (0) 1344 422145

Anatello

Beechey House
87, Church street
Crowthorne
Berkshire RG45 7AW
United Kingdom