

Synecticsworld® Inc. Seeing with New Eyes

insight skills training

This course is designed for marketing and research professionals who want to build skills that allow them to better interact with their customers or consumers. The particular focus is to developing skills that uncover the unarticulated wants and needs of customers and consumers. This course is the result of our Insight work with our clients and their request to embed those skills within their organizations. The program has been attended by teams from Gillette, Kraft, Coca Cola, Unilever, and other companies with well deserved reputations for marketing excellence.



This program covers topics of strong interest to marketers, R&D, and sales professionals.

Learn to:

Find the underlying motivations and drivers of consumers and customers.

Listen in new ways.

Understand the role of cognitive filters in processing new information.

Use metaphorical thinking with consumers to get beneath the surface.

Harvest information, existing and new, relevant and seemingly irrelevant, in your insight discovery process.

Leverage new insights to capitalize on growth opportunities.

The program includes a live consumer/customer immersion experience so that participants will get experiential learning with the tools and techniques they need to make the training actionable in their organizations.

iPower 5

Two Day Session

- 1 Issue** – Understanding the business issue and core consumer question
 - Defining Business Objectives (and introducing the one to be worked on)
 - Situation Analysis (prepared ahead of time)
 - Developing the consumer question
- 2 Immersion** – Creative consumer interactions skills for insight
 - Relevant Information, the 6 W's
 - Using quantitative and other data more effectively
 - Immersion techniques, i.e. expert panels, passion panels, trend tours, discovery groups, ethnographies
 - Consumer observation skills, e.g. listening, observing, rapport building, NLP, paraphrasing. Use of metaphor & analogy
 - Planning for immersion
 - Developing an interview guide
 - Live customer encounter
- 3 Insight** – Discovering insight from the customer inputs
 - Insight theory and practice
 - 5-step insight process
 - Creative listening/observing skills
 - Code cracking (a creative process to discover what's 'below the surface')
 - Insight synthesis
 - Developing Insight on the business issue
 - Insight illumination

iPower 5

Three Day Session

- 4 Invention** – Invent new opportunities based upon insights
 - Insight activation
 - Creative problem solving process
 - Applying creative thinking skills to business issues
 - Selection strategies
 - Developmental thinking
- 5 Innovation** – Refining and implementing new concepts
 - Developmental review
 - Gaining buy-in and commitment
 - Consumer refinement
 - Action planning
 - Measurement

These globally recognized programs are being held regularly around North America. Additionally, all programs can be brought to your location. Group discounts and in-house courses available. **For more information or to register, please contact us:**

