

# COMMUNICATING INSIGHT

How emotion, logic and story-telling techniques can help messages be understood, retained and acted-on

## WHAT ARE THE BENEFITS?

- Make sure you maximise the benefits of your analysis and research by making findings relevant to your audience
- Minimise the ambiguity of insight to increase business confidence in the conclusions
- Learn the mechanics of visual, verbal and written communication methods and how to apply this to your Insight communications

## WHO IS IT FOR?

- Anyone in an Insight production role who would like to develop their communication skills
- Aspiring or new members of an Insight, Analysis or Research team in a charity
- Anyone who needs to communicate analysis or research findings and would like to learn more about the mechanics of visual, verbal and written communication

## HOW MUCH DOES IT COST?

The course runs for one day and costs £175 for IoF Members or £195 for Charity employees.

## HOW DO I CONVINC MY BOSS?

Communication skills are a vital element of a really effective Insight team, you will get a mix of practical tips and knowledge that will be invaluable for the organisation as well as developing your skills.

You will build your confidence in how to communicate Insight effectively.

You will network with peers from other charities and share ideas and experiences to learn from each other.

Good insight is nothing if not communicated well. This course will help ensure your insight function creates maximum impact.

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## WHAT DOES IT COVER?

The course aims to give you both the confidence and tools to enhance your Insight communications. As well as practical tips it provides a grounding in the key theories which underpin good communication. We start the day by thinking about how important communication is in the Insight process and how it differs from Insight production skills. We then move on to cover visual, written and in-person communication skills in detail, ending with a session on the techniques of story-telling. The overall focus of the course is on equipping you with the knowledge needed to communicate your insight better and create change as a result.



### Audience

Understand what they:

Need to know

Know already



### How communication works



Visual



Written



In person



### Storytelling

Putting it all together

Making it stick

Creating the case for change

CONTEXT

CLARITY

CHANGE

## WHO ARE THE TRAINERS?



**Ruth Smyth** has worked in Insight roles in the charity sector for the past 10 years, managing the Insight team for the RSPB and more recently as Planning & Insight Director for BoldLight, charity digital specialists. Ruth is passionate about making Insight actionable through great communication and with a background in Psychology loves to apply theory to achieve this.

**Steven Dodds** is an experienced marketer, fundraiser and insight professional. He has over 20 years experience using research and analysis to influence organisational development and is a passionate believer in the power of insight. Steven founded the Harvest Strategy Partnership in 2012 and has been delivering Insight training for the past 4 years.

