

Optimising a team's insight effectiveness & delivery to stakeholders

Business aims

- The Marketing Strategy team wanted to make a **bigger impact** in the business
- The team needed to understand stakeholder expectations, identify key problem areas and prioritise action to increase performance and effectiveness

Key steps

- In-depth audit of the role and performance of the Insights team through qualitative interviews with the team itself as well as internal stakeholders, covering all seniority levels
- Developed a KPI with 11 supporting pillars (key drivers of the KPI)

Business outcome...

We identified opportunities for the team to:

- become more strategic and visible in the business
- better manage stakeholders
- deliver greater action to the business
- After six months, the team exceeded its KPI target and had significantly improved on overall satisfaction, providing insight and challenging thought
- Since undertaking team effectiveness activities, overall satisfaction with the Marketing Strategy Team has increased by 14% and the team has had a greater level of exposure at board level

