

INSIGHTS ACTIVATION WORKSHOP

Transforming insights into action and action into impact



THE CHALLENGE

Many organisations invest heavily in research but struggle to turn insights into action.

Common challenges:

- Lots of data, limited use of insights.
- Difficulty converting insights into action plans.
- Initiatives launched with little measurable return.
- No buy-in from the people on the front line.
- Misalignment on priorities and ownership.

The result: missed opportunities, lower ROI, and less informed business decisions.

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THE SOLUTION

The Insights Activation Workshop helps organisations turn insights into action through a structured, collaborative process.

Key outcomes:

1. Align on business goals and success measures.
2. Prioritise the most impactful insights.
3. Foster cross-functional collaboration.
4. Generate practical solutions to business challenges.
5. Define clear actions, ownership, and next steps.

Channel Performance Advisory is a strategic, value-creation offering that bridges the gap between insights and measurable impact and action.

Ready to improve the experience you're delivering?
Contact us at ChannelPerformance@ipsos.com

WHY CHOOSE AN IPSOS WORKSHOP?

- Focus on real business challenges.
- Proven activation and facilitation expertise.
- Collaborative and results-driven.
- Practical actions, not just recommendations.
- Measurable impact and improved ROI.

**Transform insights into action.
Transform action into impact.**

