

PROGRAMME OPTIMISATION WORKSHOP

Turning insights into clear, prioritised actions



THE CHALLENGE

Many organisations have lots of data but struggle to drive action.

Common challenges:

- Limited action from insights.
- Poor stakeholder alignment.
- Weak link between research and execution.
- Complex data that is difficult to prioritise.

The result: missed opportunities and lower ROI from research.

THE SOLUTION

The Programme Optimisation Workshop helps teams turn insights into clear, prioritised actions.

Our approach:

- Immerse in the business and stakeholder needs.
- Review the current programme and KPIs.
- Identify gaps and optimisation opportunities.
- Deliver recommendations and an action roadmap.

Key outcomes:

1. Better-aligned measurement framework.
2. More effective and efficient programme design.
3. Stronger insights and decision-making.
4. Clear path to ROI and business impact

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?

- Proven activation methods.
- Business-focused approach.
- Expert facilitation.
- Collaborative workshops.
- Practical, actionable outcomes.

Turn insights into performance improvement.