

Insight

How to identify and prioritise communication needs - and deliver feedback with impact.



COURAVEL

The *Insight* Diagnostic Process

Insight is a diagnostic process to identify and prioritise communication needs, and deliver feedback with impact.

Effective strategies for employee engagement must be based on in depth understanding of audiences, their needs and perspectives.

At Couravel we also believe that the way information is collected and analysed – who is involved, how and when – plays an important part in the eventual effectiveness of the implementation of strategy.

Our approach includes identifying and engaging with key players in the change process, highly participative and engaging Insight Groups for participants, rigorous analysis and feedback supported by anecdotes and illustrations, and the development of appropriate recommendations.

Our approach:

- Creates an evidence base for change
- Links communication with business performance (revenue, productivity, and/or customer service)
- Identifies investment priorities
- Helps speed change
- Engages employees

DESIGN

Identify goal

Precise definition of Insight goals to create focus for enquiry, defined deliverables and measurable performance

Design analytical structure

Develop explicit hypotheses and design investigation to deliver against goals

Engage change agents

Identify and engage sponsors (those who provide funds to issues under investigation) and targets (those whose behaviour needs influencing)

Identify participants

Identify sources of information and key knowledge holders

DISCOVER

Market

Develop and implement a strategy for accessing knowledge holders that differentiates Insight process and explains benefits to participants

Explore perceptions

Use creative facilitation to focus participants on key themes and manage group interaction to develop possible solutions

Audit literature

Conduct media analysis to examine consistency and explore tone, style and message content

Interview leaders

Conduct strategic interviews to analyse processes, envision future scenarios and explore realistic solutions

DELIVER

Synthesise

Analyse rigorously against Insight goals. Separate findings and implications. Develop recommendations.

Develop story

Construct story to relay findings against organisational goals. Develop presentation materials to maximise impact; reflect sponsors needs in story line and use Insight data to shed light on current and potential future performance

Embellish story

Rehearse and enrich feedback with anecdote, comment, illustration and quotation

Feedback with impact

Deliver feedback to sponsors and leaders; close loop with participants including recommendations and actions

"Findings and recommendations on strategy and tactics are of a very high standard. We use and refer back to this and its content in our daily work." *Director of Marketing Communications*



Clients

- Airbus
- Alcatel
- Astra Zeneca
- B & Q
- BAE Systems
- Barclays Bank
- Cabinet Office
- Cancer Research
- Department for Business, Innovation and Skills (formerly BERR)
- Department for Children Schools and Families
- Department for Transport
- Department for Work and Pensions
- GKN
- HM Revenue and Customs
- Home Office
- Lloyds TSB
- London Borough of Hackney
- Nationwide
- Natural England
- Pfizer
- Stryker Corporation
- Syngenta
- Thales
- Threadneedle
- TNT Express
- Vehicle and Operator Standards Agency
- Vodafone

"Couravel is a pleasure to work with and we have enjoyed the style and diversity of their team. They've invested in getting to know us and been flexible in developing their product. The scope we gave was incredibly broad and challenging and they've delivered."

Executive Director for External Affairs, Natural England



"Very easy to deal with and insightful input based on wide experience. Couravel has always been extremely responsive to our requirements. I would recommend this organisation to others."

Communications Director, Home Office



"...highly responsive to my needs and teams that display a high level of focus on their clients. Couravel provides a broad range of experience at both a strategic and practical level."

EMEA Communication Director GE



"Unparalleled approach to their relationship with their clients. Such a relationship with an external provider is unique in my experience and also very refreshing. This is not just a case of going the extra mile, it's a case of going as many miles as it takes to reach the goal."

Communication Director BAE Systems



Couravel Limited

Riverside House
River Lawn Road
Tonbridge
Kent TN9 1EP

+44 (0) 1732 783 525
info@couravel.com
www.couravel.com



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