

Category Insights into Action

Empower your teams to turn category challenges into opportunities by transforming data into actionable insights that deliver tangible commercial results. Master insight-based storytelling for greater impact.

AUDIENCE

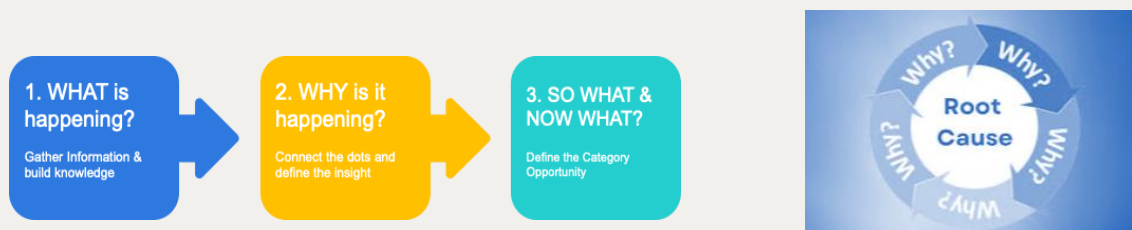
Designed for anyone seeking to build their category influence capabilities through the creation of powerful insights. The turning those insights in storytelling techniques that change behaviour.

Account teams, Category Managers, Marketers. Recommended for 12 delegates led by 2 facilitators

OUTCOMES

- Be clear on the issues you are addressing for your customer from a consumer, shopper, brand or SKU perspective
- Understand how to uncover actionable insights using the 5 whys technique and hypothesis framing
- Learn how to create tension in insights to drive behaviour change to capture the category opportunity
- Understand how to leverage category growth drivers with your customer
- Step change your Category Storytelling techniques through using powerful insights

APPROACH



LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

121 coaching | Team refresh | Tools and templates | Ongoing support

Programme overview:

Insight led programme preparing your commercial teams to story tell with the power of insights.

Day 1

The What

What is the data telling us?
Group Exercise
Identifying the category issue
Understanding customer issues

The Why

What is an insight?
Group Exercise
Information Vs Insights
The 5 Whys
Developing insights

Day 2

The So What

Building tension in insights
Creating behaviour change
Group Exercise

The Now What

Insight into Category Strategies
Importance of implementation
Size of Prize calculations
Insight led Storytelling
Group Exercise

Pricing available on request

OUR UNIQUENESS

Approachable experts with senior commercial experience

Tailored and flexible engagements to meet your needs

Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements

Commercial Category Leadership programme

Putting Category at the heart of complete commercial journey. In a dynamic retail landscape, our category solutions are designed to inspire, challenge and elevate your entire commercial team and their strategic plans. Our approach focusses on building stronger mutual growth partnerships with your customers.

AUDIENCE

Designed for anyone seeking to build advanced Commercial Category Leadership capabilities and increase their chances of becoming the strategic category partner of choice for their customer.
Account teams, Category Managers, Marketers. Recommended for 12 delegates led by 2 facilitators

OUTCOMES

- A clear understanding of what it takes to become a category centric organisation vs a brand centric organisation
- Teams leave with the skillsets to deliver against customer expectations of strategic category leaders
- Put your category vision at the heart of strategic category conversations with your customer
- How to turn data into compelling insights that drive clear category opportunities and strategies
- The ability to create value through clear quadruple win propositions
- Build confidence in your commercial teams to hold a strategic category dialogue and achieve greater influence with their customers
- Real life, ready to use category opportunities to deliver against your growth aspirations

APPROACH



Our Category Strategy framework

Category Partnership Dashboard				Assessment		Key Performance Indicators	Customer Hierarchy of Needs	Category Ambition	Category Road/Strategy
Strategic Objectives	Overall Engagement			Assessment Rating					
	Customer Satisfaction			Business Rating					
	High - Satisfaction Level								
Category Development Index				Value	Value				
Category #1	Why #1/2/3/4/5? (no need answer)					No #1/2/3/4/5? (No)		Negative Category Growth Risk	
Category #2									
Category #3									
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Category #5									
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LEARNING JOURNEY

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Programme overview:

Experienced level, category leadership programme focused on becoming the number 1 strategic category partner of choice for your customer.
Combination of workshop, theory, group exercises, industry approaches

Day 1

- Welcome & introductions
- Category Fundamentals
- Category Leadership
- Category Partnerships
- Category Ambition

Day 2

- Insight into Opportunity
- Category Strategies
- Category Engagement
- Role Play
- Close & Action Planning

Pricing available on request

OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements