Managing Research to Influence Programmes & Direction

- Understand the business and environment

Managing Research to Influence Programmes & Direction

- Understanding customer wants and needs
  - From market understanding to programme delivery
- What type of clubs/people?
- What do they want/need?
- What are the barriers to their progression?
- Therefore what actions do we need to take?

Managing Research to Influence Programmes & Direction

Research vs Insight

**Researcher:**
- Project focused
- Techniques driven
- Proactive
- Supportive
- Data focussed
- Detail conscious
- Decision shy

**Insight:**
- Business focussed
- Problem solver
- Flexible
- Proactive
- Participative
- Ideas generator
- Contact orienter
- Action driven

Source: KD Consulting

Managing Research to Influence Programmes & Direction

- Understand the business and environment
- Research vs insight management
  - Delivering the answers = recommendations & business case
  - Research to inform strategic business decisions
- Evidence based planning
  - Directing programmes/activities
  - Allocating resources