

The Insight Activation Playbook

How to get your research noticed, understood and acted on.

Attention

01

Engagement

02

Action

03

Brilliant research. One presentation. Then silence.

Weeks of planning. Careful research design. Fieldwork, analysis and interpretation. Then comes the debrief.

The findings are presented. The discussion is encouraging. The team agrees the research is valuable. And then another project begins.

The report is saved somewhere. The presentation is circulated. But the opportunities in those findings don't always translate into decisions or action.

The problem isn't necessarily the quality of the research. It's what happens after it's delivered.

Great research doesn't automatically create impact.

The opportunity is to make research easier to notice, understand and use.

AFTER THE DEBRIEF

VISIBILITY

DAY 1

Findings presented.

WEEK 1

Report circulated.

MONTH 1

Other priorities take over.

MONTH 3

The research is rarely revisited.

Illustrative scenario, not a measured industry pattern.

Research reveals the insight. Activation helps it make a difference.

Insight Activation is the deliberate process of turning research findings into information, experiences and opportunities that people can engage with and use. It starts by asking three questions.



Consider all three throughout the research process, not just when the final report is complete.

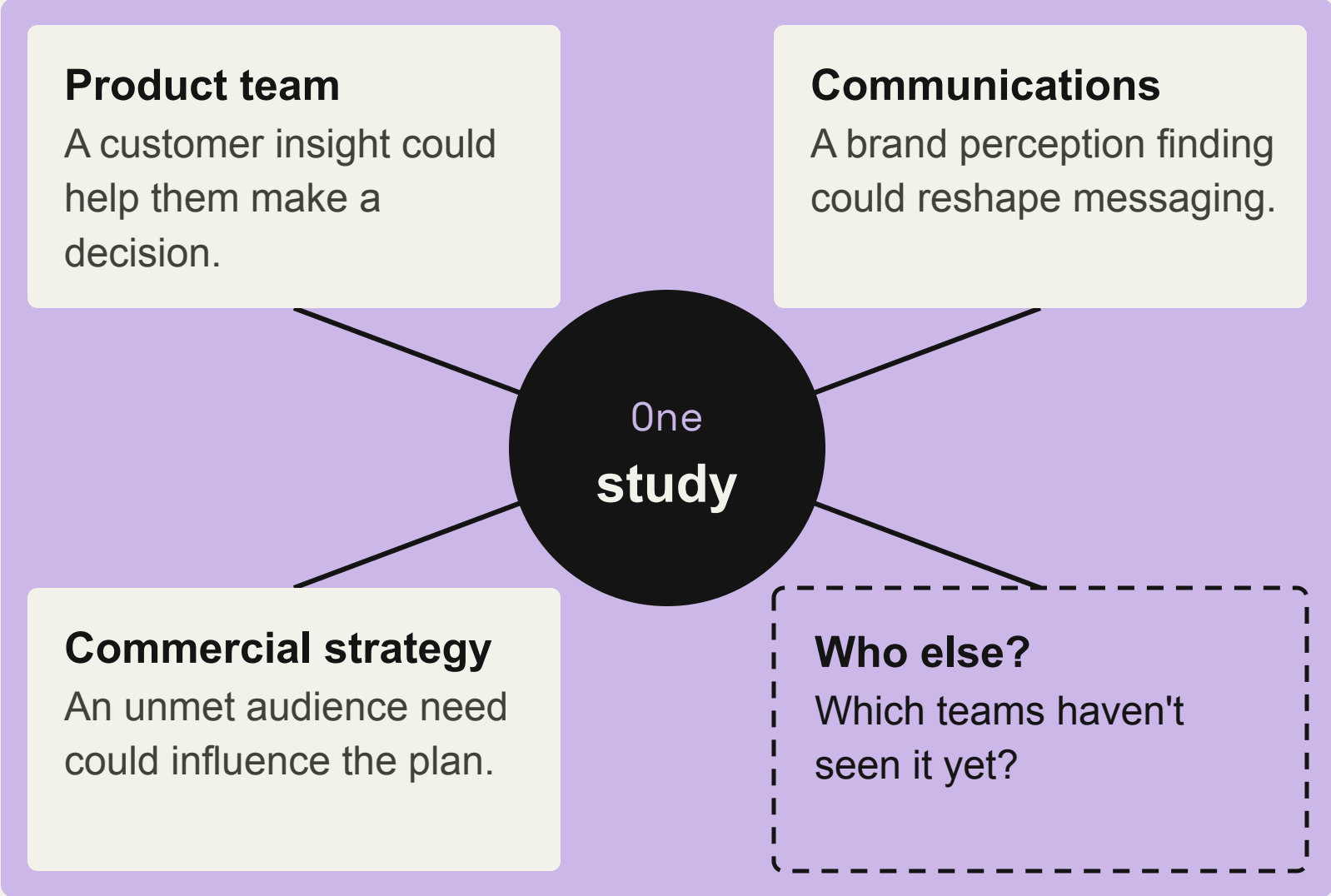
From information delivered to insight put to work.

Your research can't influence people who never see it.

A research report may contain findings that are useful to many people across an organisation. But the people who commission the research aren't always the only ones who could benefit from it.

Getting more value from research means thinking carefully about who needs to encounter the findings.

Don't just distribute research. Design who it needs to reach.



THREE QUESTIONS
TO ASK

- 1 Who could benefit from this insight beyond the original project team?
- 2 What decisions are those people trying to make?
- 3 What's the most effective way to bring the insight to their attention?

The Stakeholder Attention Map

Before distributing your next research report, identify the people who could use its findings and what matters to them.

TRY THIS Identify five stakeholders who could benefit from a study completed within the last six months.

STAKEHOLDER Who needs the insight?	DECISION What are they trying to decide?	RELEVANT FINDING What do they most need to know?	BEST FORMAT How should they receive it?
Executive leadership	Where to prioritise investment	The most commercially significant finding	One-page executive briefing
Marketing team	Which proposition to emphasise	Motivations and unmet needs	Visual insight cards
Customer experience team	Which customer friction to address	Pain points and behavioural evidence	Action workshop
Product team	Which features or improvements to prioritise	Usage needs and customer feedback	Decision-ready summary
Yours →			

Rows 1-4 are illustrative examples.

Being sent a report isn't the same as understanding it.

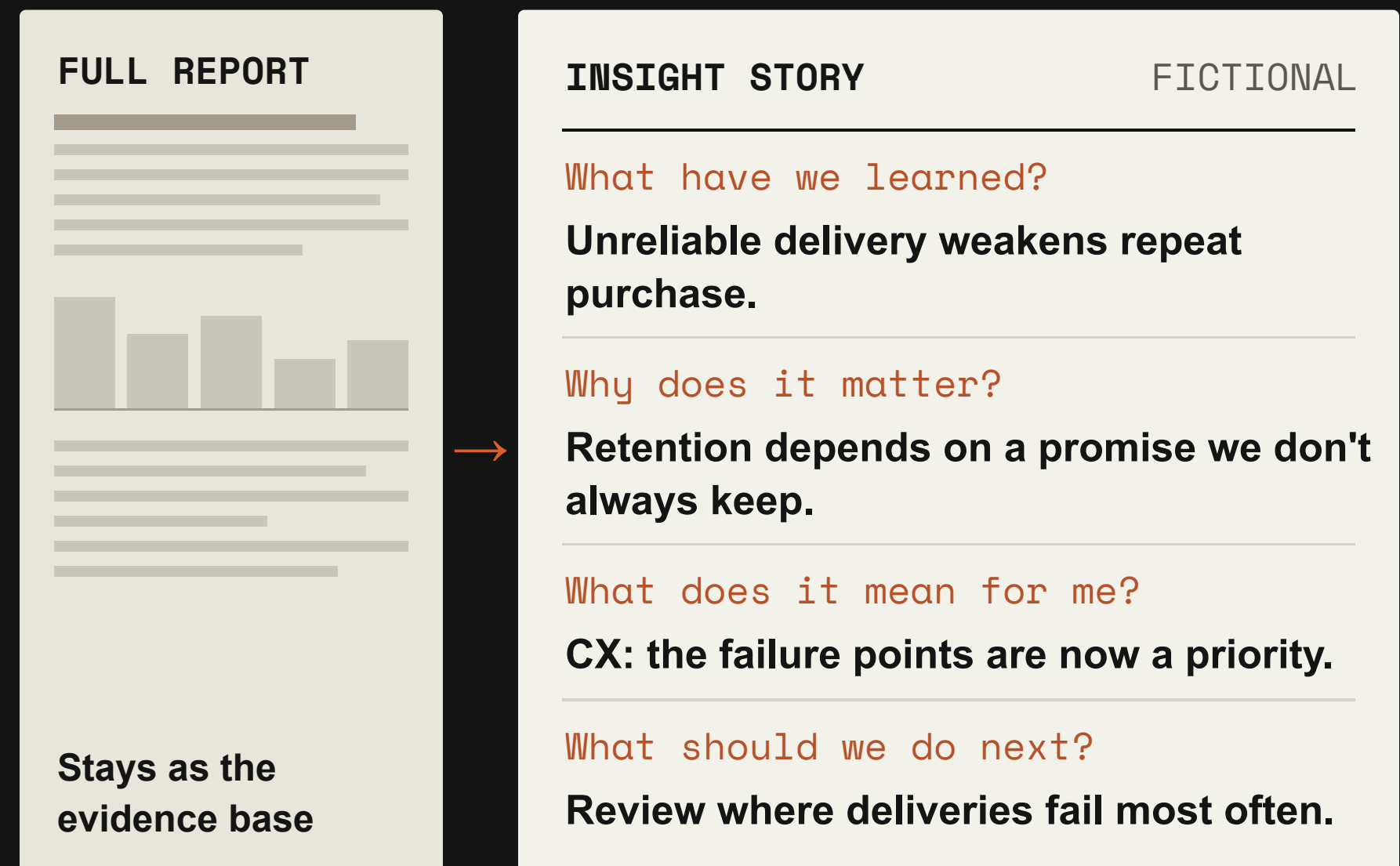
Research findings often compete with dozens of other priorities. Stakeholders may not have the time, context or motivation to navigate a lengthy research presentation.

That doesn't mean simplifying the research until its nuance disappears. It means communicating important findings in ways that make their relevance easier to understand.

An effective insight output helps people answer four questions, shown on the right.

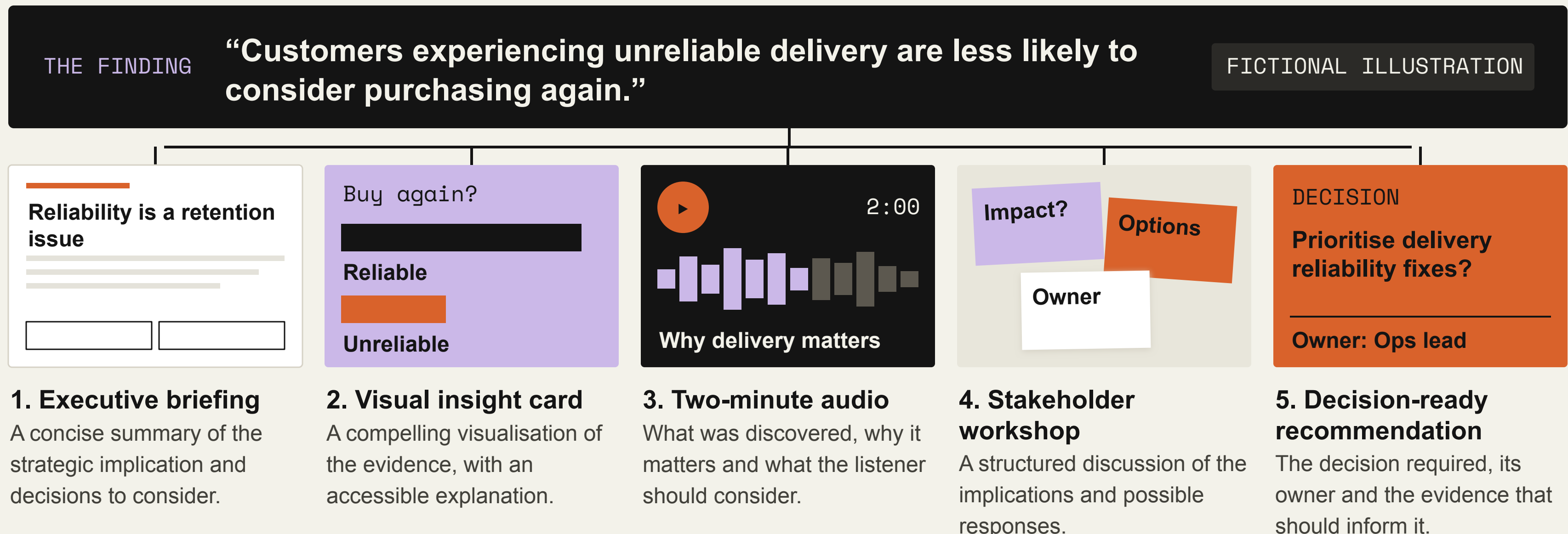
How findings are presented should reflect the audience, the decision and the complexity of the evidence.

Make the insight easier to understand, without losing what makes it valuable.



One insight. Five ways to make it matter.

Different stakeholders engage with information differently. Rather than sending everyone the same presentation, adapt a valuable finding into a small family of useful outputs.



The aim isn't to create more content. It's to create more opportunities for the insight to be used.

From finding to meaning to action.

One of the simplest ways to make research more useful is to separate the evidence from its implications and from the decisions it could inform.

01

The finding

What does the research actually show?

“Customers consistently describe delivery reliability as an important reason for choosing between providers.”

02

The implication

Why might this matter to the organisation?

“Reliability may be a stronger point of differentiation than our current messaging acknowledges.”

03

The decision

What should stakeholders consider doing?

“Should the marketing team test delivery reliability as a more prominent part of the proposition?”

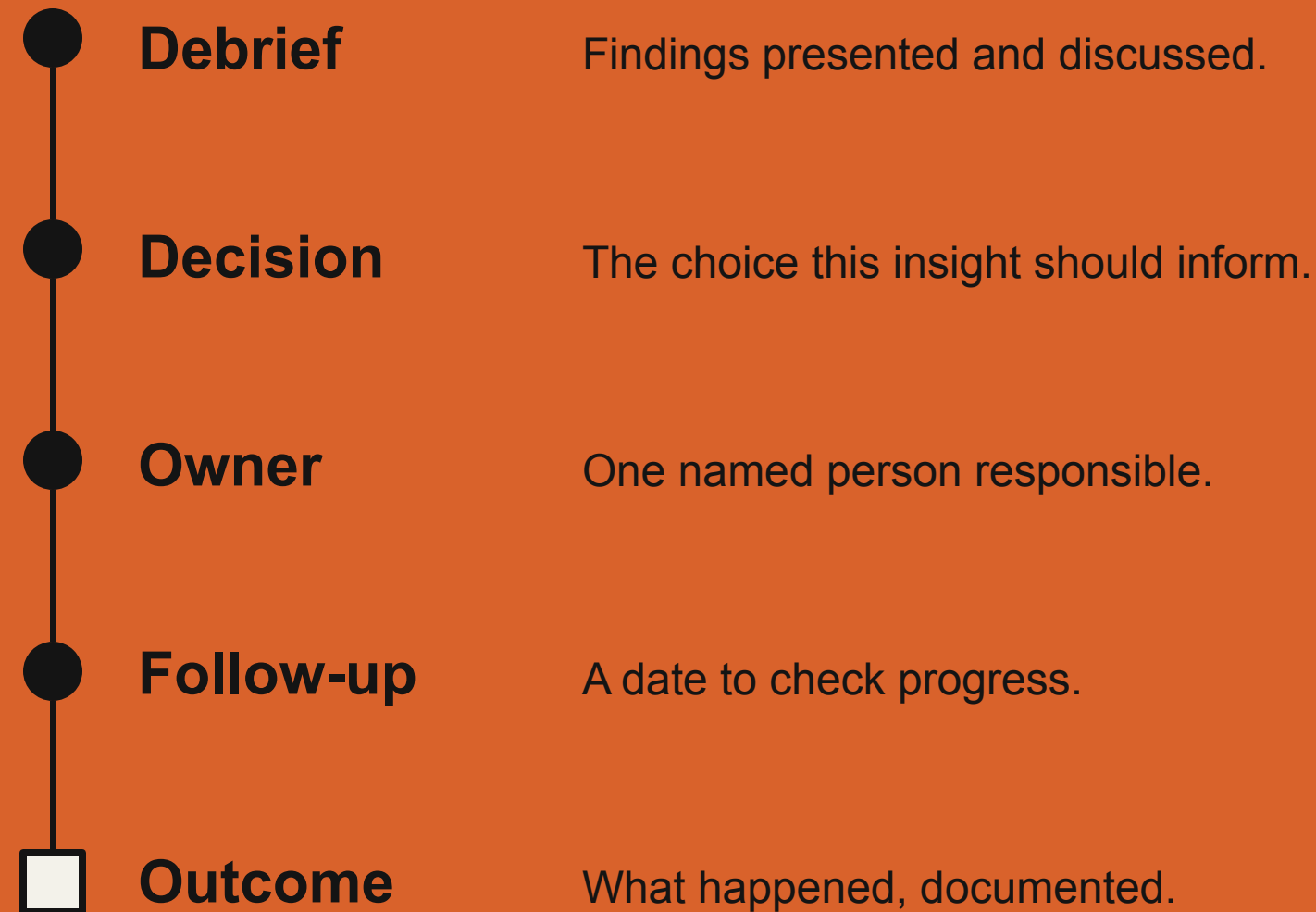
A NOTE OF CAUTION Implications and recommendations must stay proportionate to the strength and limitations of the evidence. Hypothetical example.

The debrief shouldn't be the finish line.

Insight Activation isn't complete when findings have been presented. It becomes meaningful when the organisation considers the implications, makes decisions and follows through.

Not every finding needs immediate action. Some research challenges an assumption, reduces uncertainty or confirms that an existing approach should continue. Those are valuable outcomes too.

What matters is a deliberate connection between research and the decisions it was meant to inform.



THREE QUESTIONS TO ASK

1 Who owns the decision this insight could influence?

2 What needs to happen next?

3 When will we review whether it informed a decision?

Don't just ask whether the report was delivered. Ask what happened because of it.

Make the next step visible.

Use this simple tracker after the research debrief to connect important findings with decisions and follow-through.

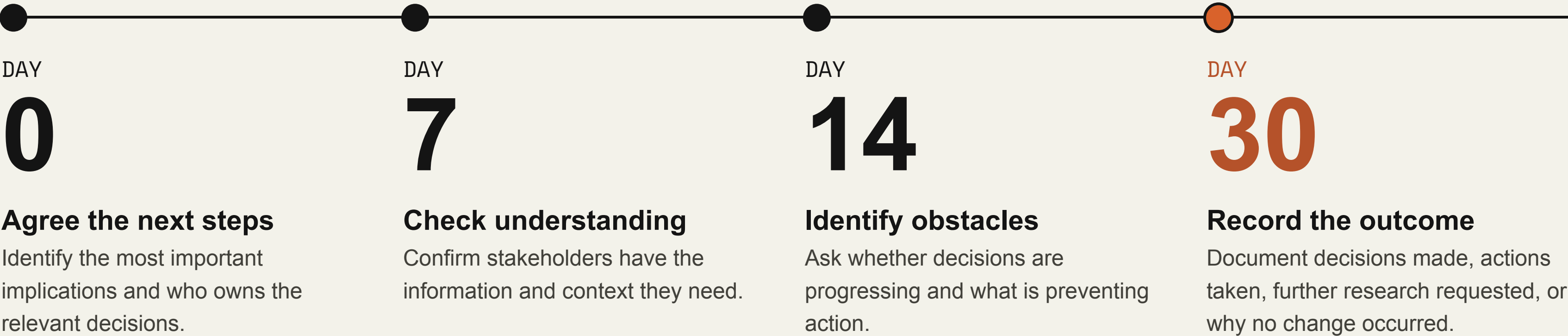
KEY FINDING	DECISION OR ACTION	OWNER	REVIEW DATE	WHAT HAPPENED?
Customers report friction during onboarding.	Which onboarding changes should be prioritised?	Customer Experience Lead	30 days after debrief	Decision recorded and potential changes assessed.
A brand message is interpreted differently by different audiences.	Which message should be tested next?	Brand Director	45 days after debrief	Follow-up testing commissioned.
Yours →				

Rows 1-2 are hypothetical examples.

If nobody owns the next step, even valuable insights can lose momentum.

What changed after the research?

One of the simplest ways to strengthen research impact is to revisit important findings after delivery.



“ Which decisions would have been different if we hadn't conducted this research? ”

The answer may not always be measurable. But asking it helps establish the contribution research has made, and gives you a record to point to next time.

One study. Multiple opportunities to make an impact.

The full report remains an important source of evidence. But it doesn't have to be the only output. A single project can generate a connected collection of materials, each developed for a particular audience or purpose.



Same evidence. Different experiences. Greater opportunities for use.

OUTPUT	WHO IT'S FOR	WHAT IT HELPS THEM DO
Executive insight summary	Leadership	Prioritise and decide quickly
Visual insight cards	Marketing, CX and wider teams	Grasp and share a single finding
Short stakeholder briefing	Function leads	See what it means for their area
Video or audio interpretation	Busy or dispersed teams	Absorb the story on the move
Internal knowledge hub	Anyone revisiting the research	Find and reuse findings later
Decision-making workshop	Decision owners	Work through implications together
Action tracker	Insight team and owners	Keep next steps visible
More formats don't automatically mean measurable impact. They create more chances for use.		

Put your next study **to work.**

Book a free Research Activation Review. We'll look at a recent study with you and identify where attention, engagement and action could be strengthened. No confidential research needs to be shared upfront.

[BOOK YOUR REVIEW →](#)[TAKE THE SCORECARD](#)

 **Attention**
Map who needs to see it.

 **Engagement**
Shape it so it's understood.

 **Action**
Give every next step an owner.
