

THE BUSINESS DYNAMICS TRACK: MARKET INSIGHTS

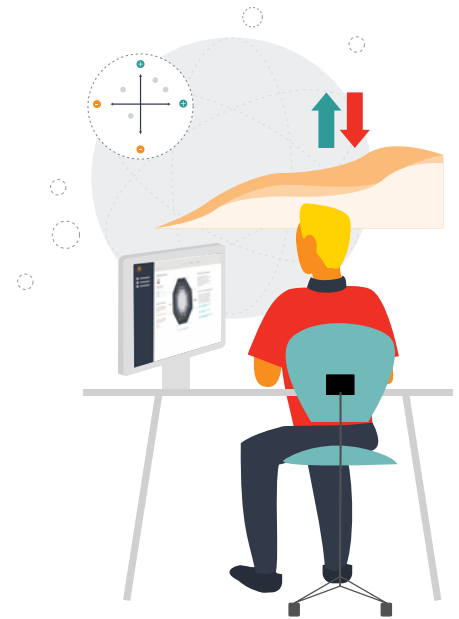
A core leadership competency is building context and using discoveries to develop strategy. Knowing what data to seek out and how to build insights from it allows leaders to make sound decisions that help their organizations thrive – internally and in the market.

ELEVATING OBSERVATION TO INSIGHT

Great leaders are often known for their killer instincts. But, they also undoubtedly have highly attuned skills for gathering market data and turning it into powerful insights that inform organizational strategy. Using factor analysis and data analytics, leaders must build a deep understanding of their market, consumers, and competitors, and use this information to create strategic action plans.

The Regis Company's Market Insights Workshop is designed to grow strategic capacities in your leaders by providing the tools, techniques, and behavior patterns that help leaders:

- **Identify, monitor, and report key changes** that may impact business strategy
- **Prioritize work** based on market conditions and key business drivers
- **Use facts and data** to solve problems and influence strategy



Duration:

2 days

Audience Level:

Executive Leaders

Audience Size:

12-24 Participants, Groups of 4

THE MARKET INSIGHTS WORKSHOP PROVIDES A PROVEN SYSTEM TO GATHER, EVALUATE, AND LEVERAGE DATA

GATHER MARKET INSIGHTS

Participants will learn what information and signals matter most to their business and practice analyzing consumer, competitor, and industry data to mine insights that will inform strategy.

CONDUCT A FACTOR ANALYSIS

To explore cause-and-effect relationships between variables, participants will use all five senses to get a "bird's eye view" of the major forces that could influence their business, and then analyze risk based on impact and uncertainty.

PLAN FOR ACTION

Putting it all together, participants will use their insights to create a strategic action plan that accounts for the trends, risks, and opportunities identified throughout their insights study.

UNDERSTAND ORDER EFFECTS

Participants will practice identifying key "signals," or pattern indicators, as they review a model for understanding cascades of risk that reveal hidden insights about cause and effect.

LEADER SUCCESS SNAPSHOT

Empower your people to make smart decisions based on data. After taking this course, leaders will leave with the confidence and skills to:



ANALYZE DATA TO SUPPORT KEEN INSTINCTS



SURFACE TRENDS AND INSIGHTS FOR WINNING ACTION PLANS



CONNECT MARKET OPPORTUNITIES TO STRATEGIC PRIORITIES



CAPITALIZE ON INSIGHTS TO GET AHEAD OF THE MARKET



FIND YOUR LEADING EDGE.

Better Learning. Better Leaders. Better People.

GET A PROGRAM WALK-THROUGH