

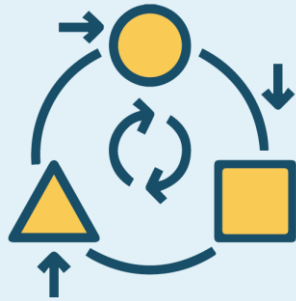
INTRODUCING



THE
HOUSE OF
INSIGHTS

The world of insights has changed.

Marketers expect faster, cheaper and more impactful Insights.



More suppliers.
Marketers running
their own DIY
research.

Many more sources
of data are available.

Many consumer insights departments find it difficult to cope with this fast changing environment.

The complexity will be increased even further by the 3 macrotrends directly influencing the world of insights.

3 Macrotrends influencing insights teams.



Era of Creativity

Novel ideas needed
Focus on activation of insights

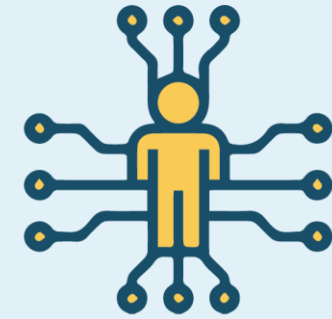
Be a source of inspiration



Need for speed

Fast decisions
More decisions

Maximise speed of delivery



Channel abundance

Fragmented media channels
Big data sources
Fragmented sales channels

Paint the whole picture

Is your Insights department ready for the future?



What we do.



Positioning & structuring Insights teams

Together we determine how your organisations puts Insights to use and how the Insights department can play a guiding role in this.



Upgrading capabilities, tools and procedures

Upgrading the Insight department and the people that work with Insights through **training**, individual **coaching** and **planning**.



Flawless execution of Insights projects

Ease the burden on the Insights department by **steering projects**, supplying **capacity** and connecting with the right suppliers.

Starting point: Our Insights Assessments.

Fact based by nature.

We start with a proper assessment of the situation within your business. We assess the current situation and to what extent the Insights function is ready for future developments. We follow a structured approach using several tools we developed, either using a quantitative or qualitative approach.

Our Insights Assessments come in three different variants, each meeting a different business need:



Stakeholder Satisfaction Scan

Set KPI's to track the development of the insights department.



Maturity level of the department

Foundation for a strategic roadmap for the insights function.



Individual Competences Scan

Basis for individual development plans.



Durk Bosma (1975)

Market research architect, writer, teacher and entrepreneur.



Sjoerd Koornstra (1958)

International insights and data science expert.



Patrick Bruin (1969)

Curious client-side interim CMI manager.



A team of seasoned insight professionals with more than 75 years of experience.

Contact.

THE
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INSIGHTS



sjoerd@thehouseofinsights.com
+31 (0)6 539 453 48



patrick@thehouseofinsights.com
+31 (0)6 133 555 29



durk@thehouseofinsights.com
+31 (0)6 14 23 24 41

Klarissenstraat 20
3813CH Amersfoort
The Netherlands
info@thehouseofinsights.com