

BRITISH GYMNASTICS

Managing Research to Influence Programmes & Direction

- Understand the business and environment



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- 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?

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Research vs Insight

Researcher	Insighter
<ul style="list-style-type: none"> • Project focussed • Techniques driven • Process driven • Reactive • Supportive • Data focussed • Detail conscious • Decision shy 	<ul style="list-style-type: none"> • Business focussed • Problem solver • Flexible • Proactive • Participative • Ideas generator • Context bringer • Action driver

Source:KD Consulting

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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