

# Insights 2030: The imperative of imagination

Imagination is the spark that gets the most from customer-centricity and makes the human story central to everything

## The three dimensions of imagination



### Empathy is the foundation

- Engage with partners
- Drive for impact
- Execute in real time



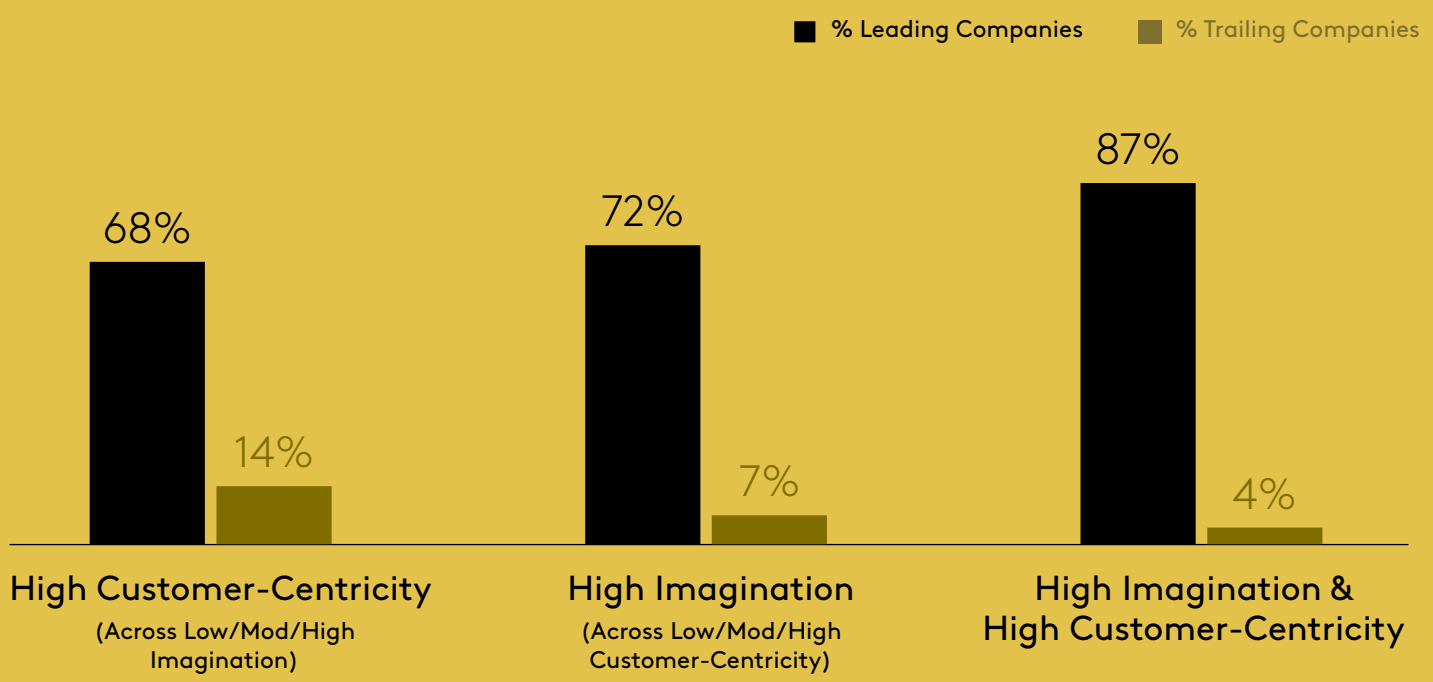
### Provocation is the way to make a difference

- Focus commercially
- Embrace dynamism
- Speak out
- Compel action



### Activation brings it all together

- Enriched resources
- Composite perspective
- Human understanding



## The Insights traits of leading companies

They put the human experience at the centre

They keep customers at the heart of everything with a business focus.

They use the power of AI and automation along with high-quality partners to refocus insights on strategies and activation

## Embrace the opportunity for insights

We interviewed thousands of business and insights leaders around the world about what differentiates leading companies and their insights organisations from those that trail behind.

We identified the guiding imperative that senior business leaders want from insights, and the playbook for action.