

idenk

iIR

idenk Independent Research

Question focused research:
Insightful investigation of opinion



Idenk Independent Research:

Deliberation, exploration, listening, investigation, choices

Benchmarking

Knowledge
capturing

Voting

Idenk web-survey
platform and analysis

Reputation
reviews

360 degree
feedback

Report writing

Stakeholder
interviews

Skills
audits

Vox-pops

Polling

The difference that makes the difference

- Rapid insight, conducted by experienced partners, able to quickly get to the important points for what you're trying to achieve
- Projects personally led by very experienced researchers, authors and consultants (eg Danny Dicks, David Dowe, Simon Sherrington)
- All work supervised by Phil Hadridge or Ross Pow

Example purposes
and methods

Sort
of Insight

Questions
Perspectives

Answers
Suggestions

Face to face:
meeting

Type of
contact...

Virtual:
offline



iIR: The offer and options

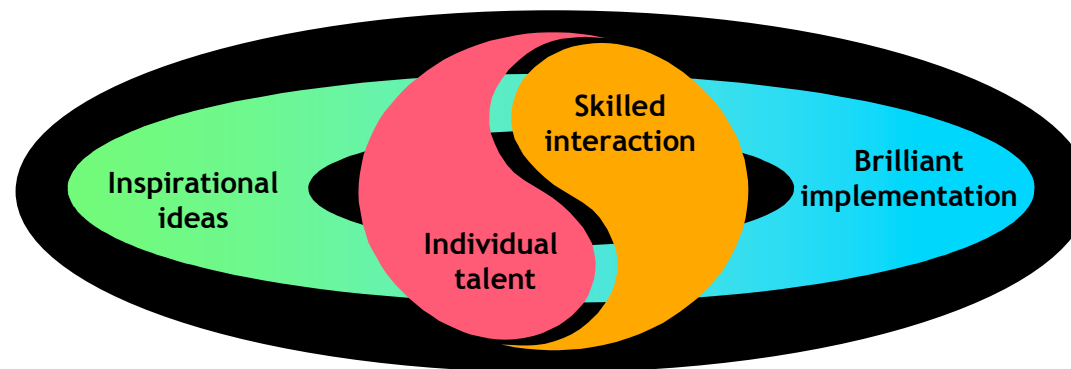
- **iIR To maximise insight**
- **Sometimes linked to an idenk event to maximise creativity, choice, consensus and completion**
 - ♦ Campaign Room
 - ♦ Staff day or Team Development
 - ♦ Stakeholder event
 - ♦ Senior team strategy session
 - ♦ Deep diagnosis and Thorough Thinking Day
- **We share some of the skills and methods underpinning our highly evaluated approach in our Thinking Skills training**
 - ♦ www.idenk.co.uk/thinkingcourse

Contact idenk

idenk support encompasses the critical '4 Is' :
ideas | **implementation** | **individuals** | **interaction**

The inspiration-implementation cycle

All organisations face the challenge of delivering results today while creating fresh ideas that make them successful in the future



The individual-interaction balance
 People need to learn how to unlock their talents through building their own capabilities and improving the quality of how they work together

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