

Insights Reference Guide Solutions Worksheet

Step 1

Select a business issue relevant to your client:

This might be any concern or challenge the organization is facing. Focus on a business issue that is observable and describe it in specific and concrete terms.

Sample
Business
Issue

Step 2

Generate possible causes:

Think about the underlying causes that might be contributing to this issue.

Sample
Causes

Step 3

Use the Insights Reference Guides to help develop your program:

Scan the Insights Reference Guides to find the insights that best address the underlying cause. Then look for relevant report features that will help you bring these insights to life.

Insights

Relevant
Report
Features