

Made **For.**

Structuring insights for action

Option 1:

1 day (6 hours) / Online / see available dates on the website.

Option 2:

1 day – online or on site delivered for your team.



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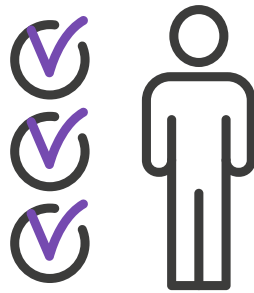
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Why 'Structuring insights for action'?



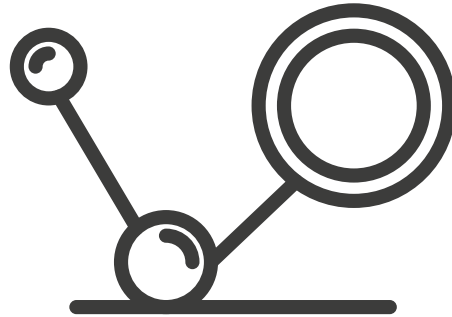
- Drawing the right insights from the available information can be the turning point for an organisation.
- To manage risks and recognise the right opportunities for the future, data and research driven decision making is critical,
- 'Structuring insights for action' is addressing the challenges which arise when quantitative and qualitative research meet. Exploring the ways how various methods and approaches complement each other and how to deal with 'both worlds'.
- By understanding various practices, considering the biases, evaluating, participants gain practical perspective on how to drive decisions and moving insights to action.

What will you learn?



- Learn how to set up a qualitative research project to gain understanding about your customers.
- Understand the difference of qualitative vs quantitative research: when to use one or the other and when together.
- Learn to work with qualitative data and makes sense of it (synthesis, tools, tips and cases).
- Learn structuring insights for action - how to go from raw data to insights and get ready to act on it.

How can you join?

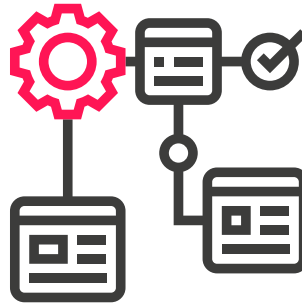


- You can enroll for the bootcamp online: [here](#)
- You can join the bootcamp with your team. The time and date then is fully customizable.

How much time do you need to give to the bootcamp?

- For the supporting learning kits and resources you should estimate additional 2-3 hours of self study.
- You will have access to learning kits for 1 year after graduation, as well as access to our coaches and resources via community portal to support you in applying the learnings.

Learning Method



Each micro-bootcamp has 3 types of sessions:

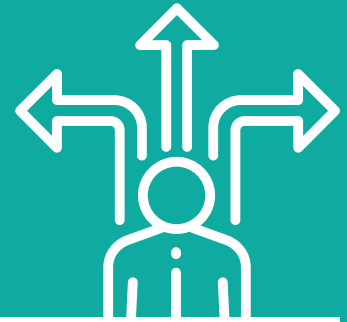
- **Immersion** (c. 60% of all sessions). This is where participants learn the core skills, processes and knowledge required to be capable in a specific CX role.
- **ConteXt** (c. 20% of all sessions). This is where participants understand the contextual dependencies and factors that influence process & success of the projects or initiatives.
- **Reflection** (c. 20% of total sessions). It is important to understand why and how you do things, not just what you do. Therefore, each micro-bootcamp has reflection moments that allow participants to take a step back and change their perspective.

Flipped Classroom



- Flipped classroom: it shifts instruction to a learner-centered model. In this model live sessions are used to explore topics in greater depth and to create meaningful learning opportunities as students are initially introduced to new topics in an e-learning environment.
- A coach's interaction with learners in a flipped classroom is more personalized and less didactic, and learners are actively involved in knowledge acquisition and construction as they participate in and evaluate their own learning.

What to expect



The bootcamp is a live event with the team and coach, and can be either on-campus, on-site or online. We make it energetic and engaging so participants need to be ready to collaborate and interact for ultimate learning experience.

■ **KEEP THE PACE.** This is the bootcamp, so it means that we are moving fast through concepts, materials and work. Don't be afraid that you will be left behind if you don't capture something on time – we will make sure to provide additional support or information if required, however make sure to commit to the pace, so your team and yourself can maximise the learning.

■ **RESPECT YOUR SCHEDULE.** We all have very busy lives and sometimes it is hard to dedicate the time for learning. We get that! However, if you give your best shot to schedule around the session and actively participate. You are investing in your improvement, which means your team's improvement and your company's improvement. Who can say 'no' to that!

- **KEEP THE FLOW.** Each bootcamp is following a certain process aka flow. In product development it is also called as happy flow, and is the ideal process to follow the bootcamp. We would encourage everyone to be present at all the sessions, so as to not 'upset the flow'. However, if it is impossible to be there we will provide you with the recording and assignment for you to catch up.
- **PREPARE FOR THE SESSIONS.** Have you ever prepared for the meeting, sent out the pre-read deck just to realise during the meeting that no-one has read it? If you can relate to this, let's try to avoid it in our learning experience and schedule time for your assignments.
- **JOIN THE NETWORKS.** After the bootcamp you have not only gained new connections from your bootcamp team. You have access to much wider alumni network. Take a look at our website for more info:
<https://www.madeforcx.com/>

Your Coach



Billy Knowles
Coach



MadeFor bootcamps are taught by experts and CX practitioners who have built their skills and knowledge over many years in the field bringing innovation and new thinking to market.

They share their experience during the live sessions as well as make the simulation truly authentic.

Your tools



To participate in online bootcamp, you will need to be able to connect to online meeting, contribute via online whiteboarding tool, working video camera and microphone to collaborate at break-out sessions.



Zoom is a cloud platform for video and audio conferencing & collaboration. All MadeFor live sessions will be provided via Zoom.



Miro is an online collaborative whiteboard platform. It enables your bootcamp team to communicate and collaborate across formats, tools and channels – without the constraints of physical location, meeting space, and whiteboard.



All MadeFor e-learning modules, including as-signments, homework and theoretical modules will be delivered to you via Teachable e-learning platform.



Slack helps learners to connect with each other and coaches during and after the session. You will receive the joining link with your onboarding email prior joining.

* MadeFor does not have any affiliation with either of the tools.

About MadeFor

MadeFor is a Customer Experience learning organisation. We provide immersive bootcamps based on real-life cases led by professionals with extensive industry experience.

In addition, we are building a knowledge base and industry standard of what it means to be truly customer centric.

Contact us

Schedule a call [here](#).

Email us

team@madeforcx.com

Follow us on



**Be Better.
Be MadeFor.**

Thank you !

#BeBetter



Made For.