



BEHAVIOURAL STRATEGIC COUNSEL

Before you invest in a new strategy, product or proposition, wouldn't it be reassuring to know that it will successfully meet your objectives? Imagine having the confidence that your marketing or communications content would work effectively with your target audience before you even launched it?

Many organisations are becoming more sophisticated at measuring whether a strategy or project has been successful and what could be done better next time, but we believe it also needs to be applied before a project or idea is committed to. IB can help you achieve this through an effective "pressure test" psychology assessment.

At **IB** we have been using our expertise in business and consumer psychology to objectively 'pressure test' ideas for brands and organisations. We have helped the likes of The BBC, The Financial Times, Aberdeen Asset Management, KFC, Aviva etc evaluate, pivot and strengthen their customer strategy by helping the organisation understand the psychological dynamics behind topics such as loyalty, engagement, subscriptions, corporate/social responsibility to create more effective solutions.



Who we've worked with:



Walgreens Boots Alliance





TRADITIONAL PROJECTS AND STRATEGIES WILL MOSTLY LACK PSYCHOLOGICAL THINKING AND THIS WILL BIAS A PROJECT AT THE VERY BEGINNING

Through our pressure test workshop we will ensure:

- There is scientific evidence applied rather than a reliance on "gut feel", assumptions, operational factors or misunderstood data.
- Bring an understanding to the project team around how the human brain engages, makes decisions and operates to support a successful outcome
- Use the science of psychology to develop and drive an effective idea generation process which leads to more successful strategic outcomes.
- Objectives and strategy is tested, removing political, cultural or organisation bias.



Our psychology team will plan and facilitate an interactive 'pressure test workshop' with your stakeholder team over a morning or afternoon. Over 2-3 hours we will consider the ideas from different perspectives (both at internal and external audience levels) considering ways of how we make it more effective, relevant or engaging or what alternative ideas might offer better ROI.

We will outline the cognitive biases that often derail or undermine strategic ideas - so that your team can be mindful to avoid them. We will use our expertise in psychology and behavioural science to evaluate what evidence we can bring to support your idea and how best to operationalise it. We will also refer to case studies to illustrate how psychology has helped other organisations in this respect.

Specifics:

A typical session would involve a 2-3 hour interactive workshop (either on or offsite) developed around your specific ideas and facilitated by a chartered business psychologist and a senior consumer psychologist. Our strategist and CX specialist will also be part of the delivery team. This is usually for up to 10 people. A summary report of our evaluations, suggestions and evidence will be made available post workshop. - **A typical workshop would cost around £8750 plus VAT.**

We can also follow up these workshops with implementation support work, which can either involve an agreed set period of time or a longer term retainer agreement. This can either be our psychology team adding their capability or just one of our specialists offering 1:1 support, advice and thinking.



WHO WE ARE:



Dr Simon Moore is the CEO of IB. He is a chartered Business and Consumer Psychologists who has worked with global brands such as Fedex, Sony, Microsoft, HSBC, Aviva, KFC, Pfizer in bringing psychological thinking to create successful campaigns, products and propositions. Simon helps companies understand the hidden aspects of human needs, motivations and decision making, enabling them to perform better internally but also have better engagement and relevance with their target audiences.



Katharina Wittgens is a Business Psychologist and the MD of IB. Together with the IB team, she advises businesses on how to integrate Psychology, Behavioural Science and strategy into business activities to create more commercial impact. She has advised global brands such as HSBC, Canada Life, Aviva Investors, Capital Group, Segro, Diesel, Virgin Atlantic in relation to finding the hidden psychological influences on retention, purchase decisions, engagement and trust and how brands build these insights into their communications, marketing and business strategies.



Kate Woodyatt Hudson, Business Marketing and Communications advisor and former Head of Global CMB Strategic Campaigns and Content, HSBC Group. Until June 2022. Kate headed up the strategic planning and execution of insights led campaigns and content for HSBC Commercial Bank, globally. Kate led HSBC Communication teams and agency partners around the world, to deliver multi-faceted content that supported business clients and commercial strategy.



Jodie Armstrong-Downes is Strategy Director at IB. She is a highly experienced T-Shaped Strategist who has worked with brands such as Virgin Atlantic, Virgin Holidays Westpac, Microsoft, Nokia, EDF Energy and many more. She brings deep human centred design thinking to develop game changing strategies that drive better brand and customer outcomes. Jodie helps companies to apply the understanding of human needs, motivations and decision making to drive true customer transformation and embrace customer centricity.



WHAT OUR CLIENTS SAY:

“ We found these organised sessions to be truly insightful. It not only gave us evidence for our ideas but enabled us to pivot to create more impactful outcomes. Thoroughly recommended ”

Head of Brand Aberdeen Asset Management

“ IB partnered with a PR agency to create a bespoke session for us around our social responsibility strategy. The session quickly revealed that our initial ideas would actually work counter productively to brand positivity (both with customers and employees). The fun and engaging session did come up with a solution that we had missed but was right under our noses. This was educational, inspiring and risk minimising! ”

Head of Comms KFC.

“ Smart thinking and valuable insights and advice. The sessions was enormously beneficial in that it enabled us to objectively consider our new product ideas and refine it in a safe way before launch that actually went on to exceed our expectations. Putting the psychologists in the room with all our stakeholders was a game changer ”

Head of Commercial Aida



To find out more visit the IB website:

<https://www.weareib.co>

or email

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