HUMAN INSIGHTS & ACTIVATION

BECOME A GREAT “RED ZONE” TEAM

REALITYCHECK

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3 KEYS TO BEING GREAT IN THE RED ZONE

1. Get their attention
2. Tell them a story
3. Inspire them to act
GET THEIR ATTENTION...

...by telling them something new.

The “news” comes from human insights – not consumer insights.
People don’t remember data points. They remember stories.

TELL THEM A STORY...

...that is meaningful and compelling.

BE AN INSIGHTS JOURNALIST
3

INSPIRE THEM TO ACT...

...by making them feel.

People are motivated by emotion.

CREATE “FELT” EXPERIENCES
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