

Insight Driven Commissioning and Service Delivery

Flexible, Cost Effective Social Marketing and Behavioural Insights Training and Support



Brilliant Futures



The Benefits of using an Insight Driven Approach

- Delivers outcome based commissioning
- Allows targeting of limited resources to achieve maximum social and economic impact
- Supports engagement with local communities
- Increases return on investment
- Helps design and deliver services and projects that reflect the needs of the local community

The Benefits of our

Build your Own Training and Support Package

- Can be delivered in short, focused bursts to fit with busy diaries and limited budgets
- Flexible to cater for different levels of knowledge, experience and roles
- Cost effective - only pay for what you need
- Can be tailored to particular topics / departments

Who is it For?

Anyone involved in the commissioning, design, development or delivery of services, projects, policies or programmes to achieve positive health, social or environmental outcomes.....

Including:

- Commissioners
- Communications Teams
- Community and Voluntary Sector Providers
- Social Enterprises
- Service Providers
- Public Health Teams

How Does it Work?

- Choose from a range of bite-sized workshops to fit your needs and budget, whether it's a brief introduction or practical next steps which are tailored to individuals' existing knowledge, role or experience
- All workshops include practical tools and membership of our Linked In Knowledge into Action group
- Add in any mentoring and/ or support you require to enable you to put knowledge into practice
- Option to accredit learning to access masters-levels courses and credits through the University of Brighton

'Sarah's ability to impart the theory and base it in the real world is invaluable especially in a local government settingthe understanding and knowledge, coupled with the professional approach has been key to creating successful outcomes.'

What people in roles like yours say.....

'Sarah has made a big impact with her own social marketing campaigns and this brings both professionalism and authenticity and ensures the training is always highly effective'

Strategic Communications, Local Authority

Commissioner, Children and Families

'I highly recommend the work from Sarah Cork and Brilliant Futures; the training and workshop facilitation has been excellent; creative, challenging and solution focused... And will add a great deal to how the council can improve the way we support and provide services to residents'

Commissioner, Communities

Build your Learning and Development Package, Tailored to your Needs and Budget

1 Introduction....

Social Marketing Taster

A brief introduction to the social marketing approach - what it is, how it works and examples of how it has delivered impact and how it can be applied in organisations
90 minutes

Behavioural Insights Taster

A brief introduction to the neuroscience and psychology around what influences our behaviour and how these can be used to encourage and enable positive health, social and environmental behaviour
90 minutes

Social Marketing A Practical Introduction

Combination of principle, benefits, examples and practical application to participants' own areas of work to understand, be confident in and have skills to apply a social marketing approach or understand others use of it **½ day**

2 The Next Step – turning knowledge into action

Turning Information into Insights

Use your existing data and draw out key insights, blending with behavioural insights to form an insight-driven action plan **½ day**

Insights into Impact

A practical workshop to analyse key findings from secondary, primary and behavioural insights research and develop a measurable insight driven behaviour change plan **½ day**

Collaborative Change

Exploring how to 'get into the world' of our target audience, particularly working with the private sector– identifying partners to work with and giving them what they want, to achieve maximum impact **½ day**

Behavioural Insights in Practice

A practical session to explore how behavioural insights can be used to design and develop policies, projects or services that make it more attractive, normal and easy for target audiences to change behaviour **½ day**

How to design and do qualitative research

From interviews to focus groups, a practical session to understand how to choose and carry out the right methods for your objectives **½ day**

How to design and do quantitative research

Surveys, questionnaires.... Choosing and using the right method for you **½ day**

How to use segmentation tools

Using mosaic, acorn and other segmentation tools to best target resources **½ day**

3 Added Value

Knowledge into Action

Option for our popular hand-holding / a sounding board as you put your social marketing knowledge into practice – by phone, email or face to face **Hourly basis**

Academic Qualifications

Option for postgraduate certificate, diploma and masters through our partner, University of Brighton and option to accredit Brilliant Futures training for masters level credits **Variable**

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4 Research, Development and Support

Supporting your work

There is a team of insights specialists who can work with you to provide support for or undertake projects . Support available including:

- Needs analysis and identifying the challenge
- Recommendations for the segmentation of target audiences
- Stakeholder events to gain insight, build partnerships and gain buy-in for social marketing projects
- Secondary research and literature reviews
- Primary research including innovative quantitative and qualitative methods to gain insight from hard to reach groups
- Exchange and competition analysis
- Research, analysis and identification of key insights
- Development of behavioural goals
- Developing recommendations for interventions
- Scoping reports integrating all of the above
- Developing insight-driven social marketing interventions
- Managing social marketing interventions
- Evaluation of social marketing interventions
- Recommendations for follow up, sustainability or extension of projects

5 Insight 2 Action

Engaging Communities and Co-designing Services

Insight2Action which facilitates communities to explore and understand the assets they have, challenges they face and supports them to generate solutions they can own. It has also been awarded for its effectiveness at implementing social marketing techniques.

The methodology has evolved through working with communities over many years and gathers real life insights that get under the skin of the issue. This approach not only engages with the already vocal minority but will also encourage involvement from all parts of the community who may not have had an opportunity in the past, referred to as underrepresented.

It is through connecting citizen and state in this trusted intermediary role we can also:

- Extract key learning's and insights to inform future commissions to ensure they are fit for local purpose
- Provide a practical approach to reducing health inequalities, using local intelligence to inform how we commission for best outcomes
- Facilitate the environment for people (everyone) to co-produce solutions to the problems they face by approaching them in a different way
- Co-design innovative and sustainable community lead enterprises- known as the Activmob legacy

The team uses a variety of innovative tools as appropriate to engage with both groups and individuals in an inclusive manner. Our approach uses guided conversation and motivational interviewing techniques in conjunction with tools such as journey mapping, experience diaries, 'day in the life', motivation star/goal setting and 'my social network and influences' that are designed to inspire discussion and capture the real life experiences of people.

We work with carefully selected associates who have many years' experience of holding conversations, engaging and capturing insights and experiences from individuals of all ages and groups on a range of difficult emotional topics, including bereavement, pregnancy, violence in the home, alcohol and drugs, serious mental health and complex family issues.