



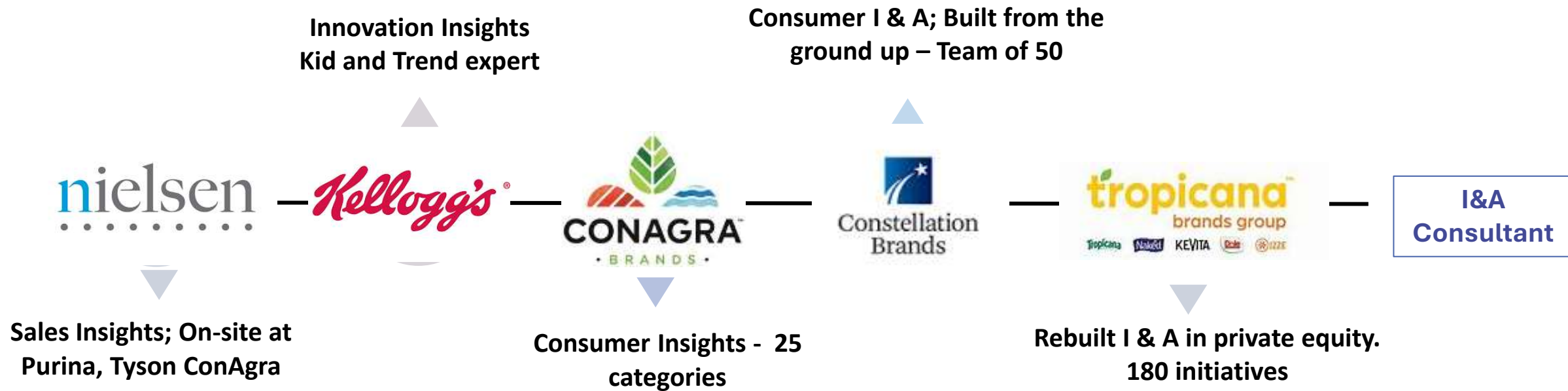
How You Show Up:

Leading Insights for

C-Suite Executives

Heide Tierney, Strategic Insights Consultant

Heide's Career Journey

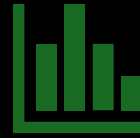


From Analyst to Senior Executive

Key Applications



Maximize your research and insights



Deliver C-Suite relevant insights



Advance your skill set and your career

Leading Insights for C-Suite Executives



Customer

Chiefs

Company Investors



Content

Clarity

Connect

Courage

Currency



Communication

Conversation

Curiosity

Creativity

Champion

Leading Insights: Customer



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CHIEFS

**Understand
What Matters to
Them**

CMO

Mktg Effectiveness,
Brand, Culture

CFO

Forecasts
Performance
Drivers, ROIs

CSO

Execution,
Category, Retailer

President

P&L, Performance
Drivers, Forecasts



COMPANY INVESTORS:

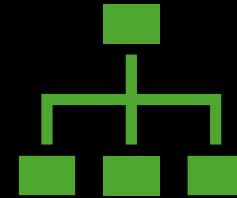
Educate Yourself



What was the story
our company told?



What questions did
investors ask on the
call?



Who are the Board of
Directors? What's
important to them?

Leading Insights: Content



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CLARITY: Quantify the Story



Target Insights +
Profit



Dept Impact Tracker



CONNECT:

Integrate Insights even if you don't own them

Focus Groups, Brand Health, Business Performance, Media Effectiveness, Merch Analytics





CONVERSATION:

Prepare with a POV
What do you think?



CURRENCY:

Set the stage for Today
and plan for Tomorrow



Leading Insights: Communication



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COURAGE:

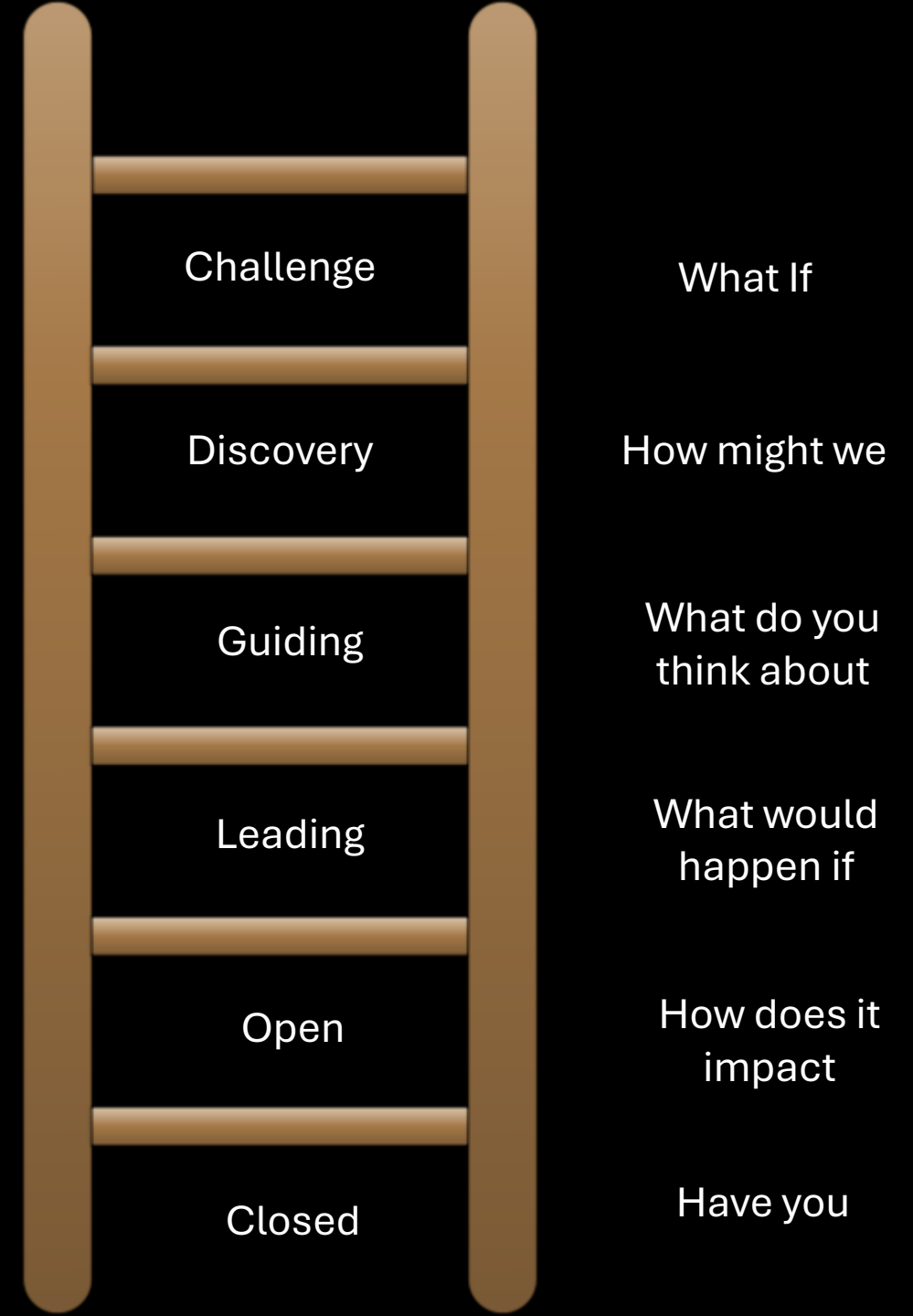
Be an Independent
Voice



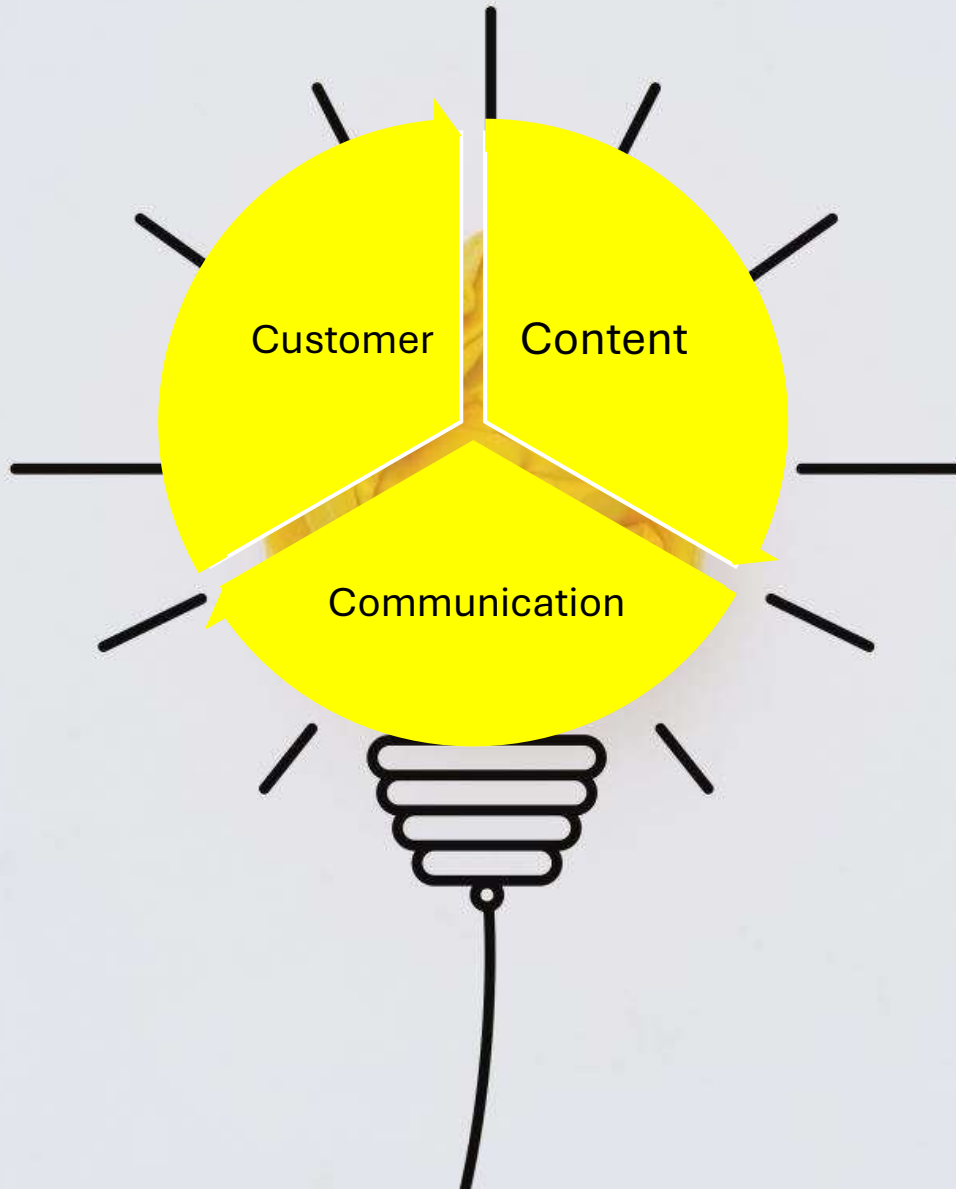


CURIOSITY:

Ask thought leader
questions



CREATIVITY: Deliver It



Humanize It

Brand It

Scale It



CHAMPION:

Inspire
Enterprise-Wide
Action



Leading Insights for C-Suite Executives



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Leading Insights for C-Suite Executives

How Will You Show Up?

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