

SPARQ

Insight Roadmap

VISIONCRITICAL®

Get targeted expertise to build an effective insight community research and engagement program



Vision Critical will assist your organization develop an effective plan to execute insight community activities that answer strategic objectives and keep members engaged.

Following in-depth discovery sessions with your organizational leaders, Vision Critical will provide the insight community manager with a six-month customized plan to execute.

Offered virtually or onsite. If conducted onsite, travel time and expenses are billed at cost.

Stakeholder Discovery Sessions

- In-depth stakeholder discovery sessions, conducted as a group or individually, to define key business objectives for your community
 - To ensure a productive session, pre-work exercise provided to stakeholders
- Topics addressed: Road mapping goals, Overview of your insight community, Examples of insight community use cases, Insight community best practices, and Brainstorming exercise

Customized Plan

- Detailed calendar listing community activities, engagements, and share backs for six months

Review Session

- Review session with stakeholders and insight community manager to discuss objectives and priorities presented in roadmap

Already a customer? Contact Professional Services at projects@visioncritical.com

Want to learn more about Sparq? Request a live demo at visioncritical.com