

A close-up shot of a man's face inside a futuristic space helmet. The helmet's visor is illuminated with a blue glow. Several digital overlays are visible: a grid of small squares on the forehead, a series of vertical bars on the right side, and a bright orange light source in the background. The man has a serious expression and is looking upwards.

Possible futures of the insights field

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Insight is fundamental

The capacity to gain an accurate
and deep understanding of
someone or something

Creates
trust/safety/confidence



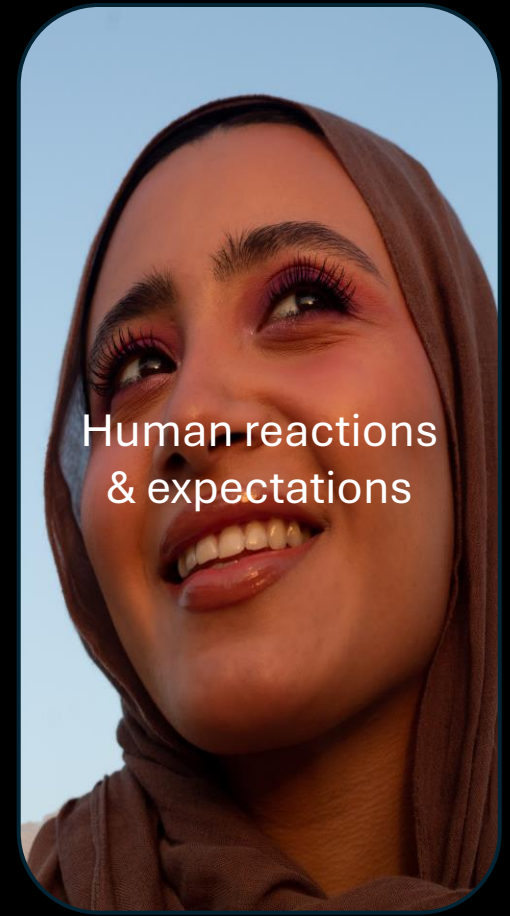


From today

To tomorrows



Forces, shaping the future of insights





The beauty of
human
ingenuity

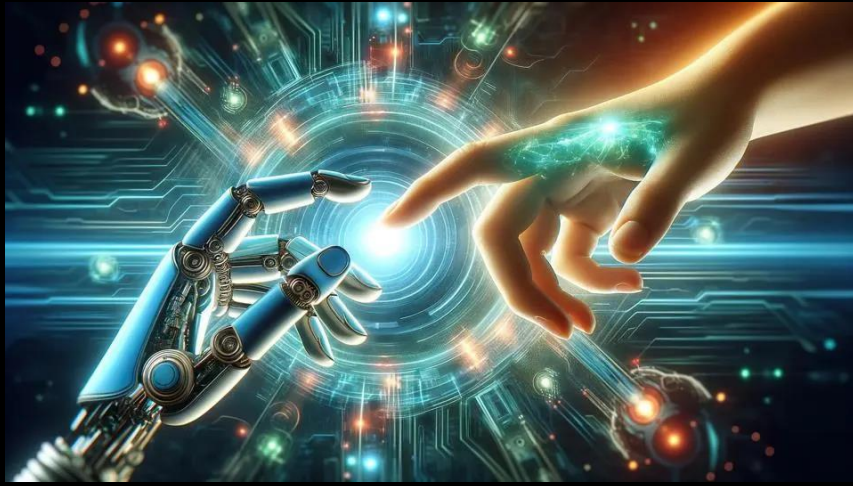


Will the insights function become more instrumental for deep knowledge?

Or will we struggle to harness the potential that the recent technological breakthroughs have to offer?

Possible futures of insights

Stretch



Machine-
led



Human-
transformed

F A K E
C T

Serve



Data followers

- Fast
- Seemingly complete
- Frame big questions, control the inputs & outputs
- Insights + data scientists

BUT:

- Missing the human «Why?»





The collaborators

- More complete
- Mixed methodologies
- Faster than traditional (AI qual, GenAI ...)
- Basic models & dashboards

BUT:

- Average
- Rehashing the known
- Superficial



The bridge-builders

- Use what is offered by enablement from AI and hone their skills of engagement and activation.
- Engage hearts and minds.
- Leverage authenticity, connection, empathy and storytelling to boost impact of insights.



The extenders

- Understand AI, its uses and misuses + use human creativity to push boundaries further
- Use what works & challenge what doesn't
- Learn new ways of thinking, integrating and connecting the dots
- Add the human touch: learn from the past, project into the future





We will need to upskill

- Understand the black box of algorithms and AI
- Have a renewed and more detailed understanding of people, industry and business
- Lean into truly understanding humans
- Connect the dots
- Embrace the discomfort of stepping out from behind the analysis

