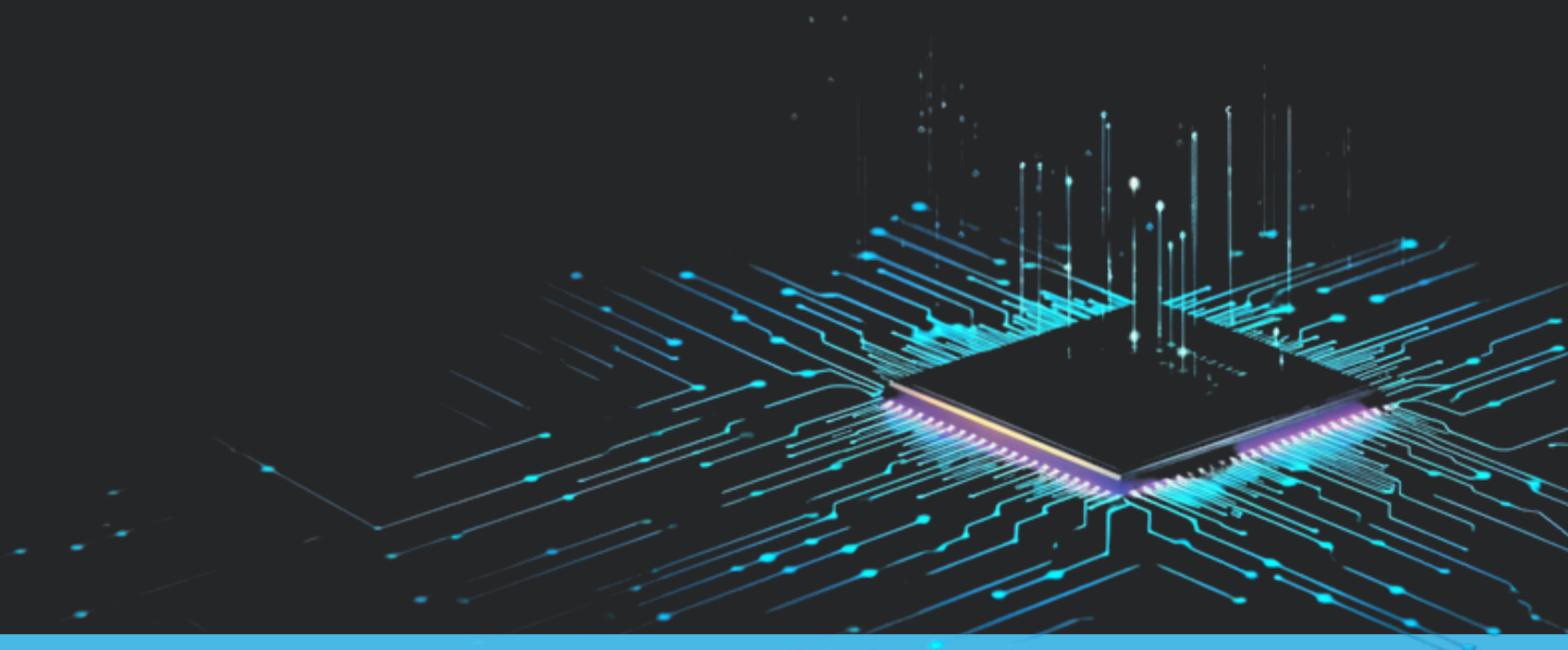


Bitesize



Using AI to generate your insights.



Using AI to generate your insights.

USING AI TO GROW INSIGHT

Why some organisations spot a shift early, and others only notice after it's already happened.

Most organisations we work with have no shortage of data. There are dashboards, engagement surveys, customer feedback, power bi reports, monthly financials and pages upon pages of meeting notes. 

The problem is that very few people have the time or the habit to sit with all of it and ask what it means. 

That 'gap' between having information and understanding it is what can cause organisations to make the wrong decisions. 

But had you considered using AI to help you spot  your 'gaps'?



Read the contents, not just the scores.

Many organisations put their energy into survey scores, but the scores rarely tell you much.

The free-text comments are where people say what is actually going on, and there are usually too many of them for anyone to read properly.

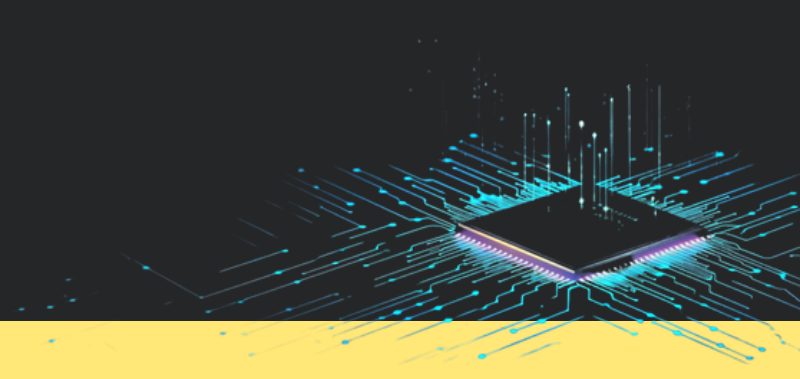
AI can work through thousands in a few minutes and show you what keeps coming up.

Try this prompt:.



"Review these comments and identify the five strongest themes. What concerns, frustrations or opportunities appear repeatedly?"

BRAVE question: What are people trying to tell us that we haven't yet heard?



Ask why the numbers moved?

When revenue dips, absence climbs or customer satisfaction slips, you are looking at symptoms.

The useful work is understanding what sits underneath them.

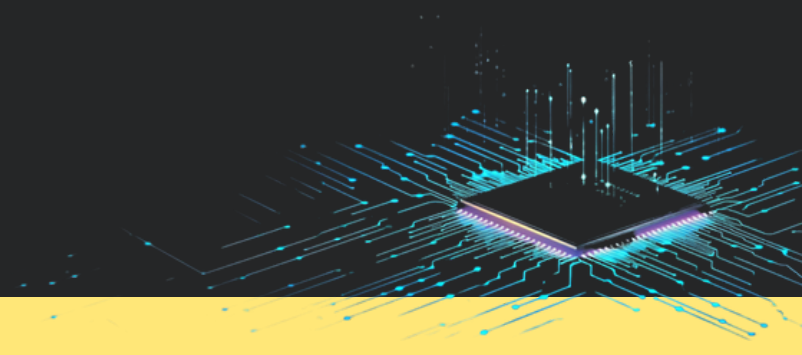
AI can spot connections, oddities and likely causes faster than most traditional analysis, which leaves you more time to test the explanations.

Try this prompt:.



"Analyse this data and suggest the most likely explanations behind these results. What patterns deserve further investigation?"

BRAVE question: Are we treating a symptom and calling it the problem?



Catch the issue whilst it's still small.

Serious problems rarely arrive all at once.

A few more complaints than usual, engagement dipping slowly, a couple of unhappy customers, some deadlines slipping. Any one of those is easy to explain away. Put together, they can be an early warning.

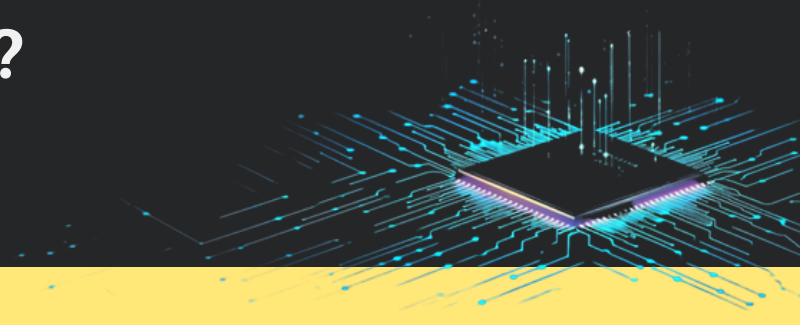
AI is good at picking up faint patterns across a large volume of information, which is hard for a person to do alongside a full-time job.

Try this prompt:



"What risks or opportunities are beginning to emerge? Which trends deserve attention before they become significant?"

BRAVE question: If this trend carried on for another twelve months, where would we be?



Put the data sets side to side.

Engagement, customer satisfaction, productivity, sales and retention are usually reviewed by different teams in different meetings.

Yet the most revealing findings often sit in the relationships between those numbers rather than inside any single one.

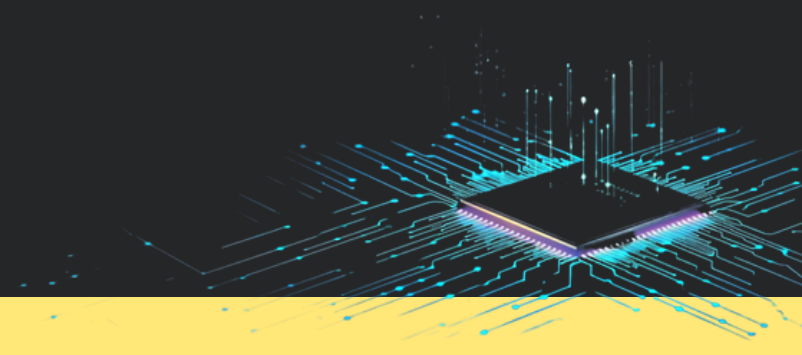
AI can help you look across them together.

Try this prompt:.



"Review these different data sources together. What relationships, correlations or connections should leaders pay attention to?"

BRAVE question: What would change if we stopped looking at these issues separately?



Use it to disagree with you.

This may be the most valuable use of all.

Every leadership team has its favourite explanations and a few blind spots it has stopped noticing. A

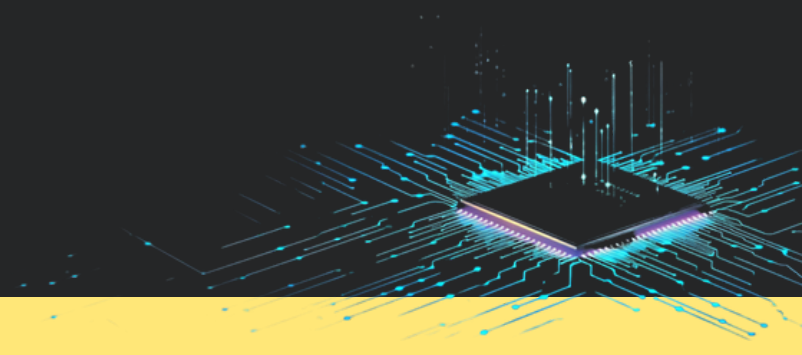
I has no history in the room and no reason to be diplomatic, so it can offer other readings of the same evidence and put pressure on the story everyone has settled on.

Try this prompt:.



"Assume our current interpretation is wrong. What other explanations could fit this evidence?"

BRAVE question: What if the opposite of what we believe is true?



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