

# Insight.

## *Using intelligence to grow your business*

### What do we mean by insight?

Well, you'll know if you have it when you can confidently explain why your customers and employees behave in the way they do.

Without this knowledge, your decisions are based on assumptions or on the preference or prejudice of someone in your business. And that's a high risk way of making decisions. You'll make mistakes and miss opportunities. It's a bit like choosing a present for someone you know nothing about. What are the chances of you getting them something they'll love?

You know all about their motivators and worries. You know how they are influenced by societal trends – and how these trends will impact them in the future. You know what they think of your products and services; how they interact with your competitors; and what would make them happier. With this insight, your company will make better decisions and grow faster.

“Imagine walking into a meeting, armed with an in depth understanding of your customers' thoughts, feelings and behaviours.”

### What do we do?

We conduct 1-2-1 interviews with employees, customers or suppliers – and get to understand them deeply. Our expertise is in asking good questions and listening carefully. We don't ask them “which of these 3 mortgages do you like?” – but more open questions like “how do you feel about borrowing money?”. We supplement these conversations with focus groups where we test our insights.

Some insight agencies hand over a nice report at this point and wish you a good day. We don't. Where the magic happens is when we then combine the knowledge you have of your own organisation with our objectivity. We will debate the insight with you and establish what it means for the future of your business.

### Who are we?

We are Boundless, led by Daren Gordon and Ashley Green. We help companies define who they want to be, based on fresh insight into their customers and employees. We work with their leaders to create a healthier culture and ditch any bad habits holding back their business. During our careers, we've had some great clients, including HSBC, BP, the Environment Agency, WHSmith and Rolls Royce.

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