



# 4i's "Smarter Insight and Analytics Function" Series Reveals "The NEW Insight Enabled Decision Process"

*Fifth in the series, 4i's November 21 webinar defines how the insight function will redefine key decision making processes in the not too distant future*

DEERFIELD, IL, USA, October 23, 2014 /EINPresswire.com/ -- Fundamental changes are already starting to occur in how key corporate insights are being developed. In the fifth installment of 4i's "Smarter Insight" webinar series, entitled "The NEW Insight Enabled Decision process," 4i Managing Partner [Dr. Eugene Roytburg](#) will offer a fascinating look into the future of insight development. The webinar will be held on Friday, November 21, 2014 at 12:00 p.m. Central Time.

Availability of sophisticated analytics tools and Big Data are driving big changes, and the future will go far beyond transactional one off projects. "Insights will become much more fundamental and core of a decision-enabling function," said Dr. Roytburg. "New insight strategies are already starting to change the way companies function in very fundamental ways." 4i research shows a tremendous amount of waste in existing Consumer Insights processes. "Up to \$7 billion in waste is occurring each year," added Dr. Roytburg. "We need to start identifying, tracking and measuring in order to improve effectiveness of consumer insight. In this webinar, we will show how in the future, consumer insight will be free from this waste, and 100 percent dedicated to driving better and more effective decision-making."

The well-attended webinar series has consistently offered valuable and original ideas to companies looking to drive growth and gain deeper insight into their operations, product development, revenue streams and decision-making processes. The previous four webinars have progressively offered a look into how to drive the most value out of the insight function. From the first webinar, in which Dr. Roytburg explained the limitations of current insight strategies and why insight must go through dramatic transformational changes, the series has gone on to explain in detail how to develop metrics to measure insight performance. In the third of the series, Dr. Roytburg presented 4i's benchmark study that determined the causes of existing insight problems, and the fourth addressed specific areas that can be addressed immediately to realize measurable improvements.

"Current innovations in analytics allow companies to do things faster and quicker, but that's only part of the story," said Dr. Roytburg. "Insight also needs to go beyond the tactical, to become a primary decision-enabling function." Over the past several years, Dr. Roytburg has seen the environment move from simple insights based on past and present data, to foresight that looks into the future, to what he calls "Stratesight," an entirely new insight-enabled decision process for achieving targeted growth goals and sustaining them over the long term.

The webinar takes a bold look into the future of insight-based decision making, painting a picture of a process that will be more automated, generating all potential insights from any given data set, and using them to optimize both spending and value.

The Smarter Insights series was created to help companies make better decisions for tomorrow.

Participants walk away with the ability to transform their Insight and Analytics functions into a more valuable resource for better understanding and taking action around future growth opportunities. The monthly webinar series is available at no charge. Participants must register for the webinar. [Register for the 4i webinar here.](#)

#### About 4i

4i's forward-looking, predictive foresight analytics driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations to succeed in tomorrow's marketplace. The company's foresight analytics have been proven over time to deliver consistently accurate results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://4igrowth.com> or contact Eugene Roytburg, Managing Partner at 847 964 9290 or at [eugene.roytburg@4igrowth.com](mailto:eugene.roytburg@4igrowth.com)

David Schutzman

4i

203 550-8551

[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.