

The Hidden ROI of Speaking the Same Language:

How Shared Understanding Can Unlock Multi-Million Dollar Opportunities

How can organizations go beyond answering business questions to shaping conversations and unlocking opportunities worth millions of dollars? How do teams go from working in siloes to all moving in the same direction?

Our team, alongside our Kellanova partner, illustrated how building common language around insights united teams, drove better decisions, and demonstrated that shared understanding was a powerful competitive advantage.

See below for more session takeaways



1. Steer Strategy with Intent

You don't have to feel like strategy is something that happens to you. To take the wheel, begin with the end in mind and ensure a strategic touch base is woven into every part of the process.

2. Define Before you Align

A shared language first requires a dictionary. When we use the same words but mean different things, we talk past each other. Defining key terms is critical to achieving alignment.

3. Dig Deeper, Design Smarter

In crowded markets, we need to dig deeper and be extremely methodical in how we get at opportunity. People may not always be able to tell us what they need- but situational context can help us create the solutions that drive choice and satisfaction.

4. Make Momentum Happen

We cannot leave the pull through of insights in activation to chance. Turning learning into true momentum means meeting people where they are, both in terms of what information is shared, and how.

Critical Insights. Winning Strategies.

At HawkPartners, we leverage the intersection of insights and strategy to support your brand's growth.

Speakers

Kyle Manlove | HawkPartners
Katia Kreft | HawkPartners
Julia Wilkinson | Kellanova

