

THE BRIGHT MODEL

From customer uncertainty to practical *action*.

Most organisations do not lack customer information, technology or ideas. What they lack is a clear, shared view of what matters, what to do first, and how to make change stick. BRiGHT is a model that can be used to join the dots between scattered understanding, priorities and teams, leading to more confident decision-making and practical momentum.

■ PURPOSE: SEE CLEARLY
 ■ OUTCOME: DECIDE & OWN
 ■ VALUE: MAKE IT LAST

B	Ri	G	H	T
BELIEF	RESEARCH & INSIGHT	GOVERNANCE	HABITS	TRANSFORMATION
<i>What are we really trying to change and why does it matter?</i> A shared purpose and a clear definition of success.	<i>What does the evidence tell us, and what's genuinely worth acting on?</i> An honest picture of now, and a few priorities with real potential.	<i>Who decides, owns and protects the work as it grows?</i> Clear ownership and trusted ways of working.	<i>What needs to become routine for this to last?</i> New rhythms and accountability across teams.	<i>What changed, what worked, what's next?</i> Visible progress and a stronger basis to invest.

WHAT BRiGHT HELPS YOU ACHIEVE

Clearer direction.

Connect customer, commercial and organisational priorities around the decisions that matter most.

Better customer action.

Turn fragmented insight, CRM, loyalty and measurement activity into more relevant experiences.

Change that lasts.

Give teams the ownership and working habits to keep improving after the initial work is complete.