

INSIGHT DEBT SCORECARD

Insight Debt is a byproduct of fast-moving projects, siloed knowledge, and growing data that manifests across three key areas: **Accessibility Debt**, **Workflow Debt** and **Impact Debt**.

Use this scorecard to assess your team and identify where Insight Debt is highest and what to fix first.

MEASURE YOUR TEAM'S INSIGHT DEBT

Discover where your team struggles the most and find out what you can do to reduce Insight Debt. To quantify Insight Debt, rate your team on a scale of 1 to 5 for each dimension.

DIMENSION	1	2	3	4	5
Accessibility	Insights are scattered and hard to find	Some reports are centralized, but not easy to search	Most past research is accessible, but not structured	Insights are well-organized and reusable	A single source of truth exists for all research
Workflow	Every project starts from scratch	Some templates exist, but they are not used consistently	Some processes are automated, but many are manual	Research workflows are streamlined and efficient	Most research tasks are optimized and repeatable
Impact	Insights rarely drive business decisions	Some insights are used, but many go unused	Insights are valuable, but often arrive too late	Research is well-integrated into decision-making	Insights are consistently timely and impactful

WHAT YOUR SCORE MEANS

YOUR SCORE

WHAT IT MEANS

WHAT YOU CAN DO



12-15 POINTS
LOW
INSIGHT DEBT

You're ahead of the curve!

- ✓ Regularly audit your knowledge base to keep insights organized.
- ✓ Identify 1-2 repeatable processes that can still be automated.
- ✓ Track how often past insights are referenced, reused, and applied to decisions.



8-11 POINTS
MODERATE
INSIGHT DEBT

You're doing well, but there's room for improvement.

- ✓ Create a centralized knowledge hub for easier access.
- ✓ Start with the highest-friction workflow and automate it to build efficiency.
- ✓ Set up automated research nudges to deliver relevant insights at the moment they're needed.



3-7 POINTS
HIGH
INSIGHT DEBT

Insight Debt is holding your team back.

- ✓ Organize and index your past research so that it's easily accessible.
- ✓ Identify 2-3 manual tasks or processes you can easily automate.
- ✓ Make insights unavoidable by embedding them directly into decision making workflows.

WITH THE RIGHT APPROACH, INSIGHT DEBT CAN BE REDUCED, PREVENTED, AND TURNED INTO A COMPETITIVE ADVANTAGE.