



TIP  
#1

### Select key information

Look across the information in the stories. Edit out the details that are not important - this is the time to let go of some of the detail. Choose the information that you find surprising, interesting, or worth pursuing.



TIP  
#2

### Aggregate big thoughts

Are some of the thoughts linked? If so, aggregate them. Take several related pieces of information and re-write them as one big Insight.



TIP  
#3

### Work at the same level

Check that the insights sit at the same level – that they are all big thoughts. If you find you have some lower level insights, consider whether they might be reframed at a higher level. If they need to be dropped a level, they may be best talked about as customer needs that inform and support the Insight.