TrendBible

Product Manager Grows Team Capacity by a Projected 647 Hours per Year by Implementing Software Integration

Lisa Cooney is an MIPA accredited Products & Services Manager at TrendBible, a futures agency that helps brands understand how people will live at home in the future. Lisa's role focuses on ensuring a strong and continued product-market fit for all of TrendBible's products and services.

Preparing for ambitious growth

Data touches every part of the business at TrendBible. And since the 2020 launch of the company's digital trend forecasting service, My TrendBible, data has taken on an even bigger role in helping them adapt their products to meet evolving customer demands.

Working in a strategic role, Lisa saw the apprenticeship as a chance to lead the team in developing the transformative data skills the company would need to meet their ambitious growth plans. And though she was an experienced product manager when she started the programme, she says she knew there were skill gaps the programme would help her fill which would accelerate her professional growth.

> " I knew if we were going to become more data-driven in our decision making, then I needed to equip myself with all the right tools to support the business in making those decisions. So when I heard about the apprenticeship I thought, 'That's exactly what I need!'"

Lisa Cooney
Products & Services Manager

Learner Profile

Company: TrendBible
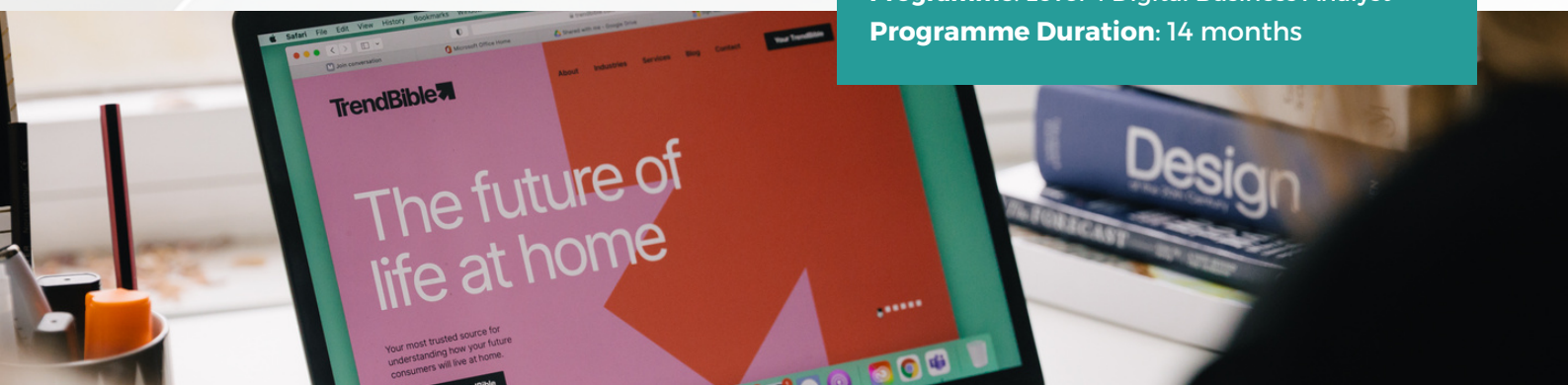**Job function**: Commercial
Job title: Products & Services Manager
Industry: Think Tanks
Company Size: ~30 employees
Programme: Level 4 Digital Business Analyst
Programme Duration: 14 months

Leading change management to adopt a new system

Consolidating data analytics across the business was Lisa's main focus at the start of her apprenticeship.

She highlighted various challenges felt throughout different departments, including lack of transparency due to siloed systems and time wasted in manually exporting and analysing data. She then explored different software solutions to address these challenges, weighing factors like short- and long-term costs and timeline to implement. From there, Lisa built a business case recommending a particular end-to-end system and then presented it to the board.

Not only did the board like her business case, they also approved her change management plan. Lisa has since successfully integrated the software solution, which she estimates will save the company 647 hours per year. Her project even brought her wider recognition when she won an internal award for leading positive change.

> " Ultimately, it's about digital transformation and business change. And for people who have good communication skills, are good at relationship building and like to solve problems, this is the kind of programme they need to get into."
>
> **Lisa Cooney**
> Products & Services Manager

Results

Projected 647 hours per year saved
achieved by adopting an end-to-end agency management system

More accurate and transparent reporting
achieved by consolidating siloed data analytics into one holistic platform

Culture Champion Award
awarded by TrendBible for leading positive change

Peer-to-peer learning

One aspect of the apprenticeship that surprised Lisa is the way it encourages peer-to-peer relationships between learners. She's been able to give and get advice, learn from, and collaborate with peers who have experience in different fields, which she says has been "brilliant".

Looking ahead to future business cases

Lisa's learnings on the apprenticeship, especially curriculum on stakeholder management, were invaluable in helping her validate her integration project.

Now 6-7 months into the programme, she's already planning to present another business case in the coming months and says she'll be applying all of her learnings to building that as well.

CAMBRIDGE SPARK