

Foundations of **Strong Insight Writing**

At Spotlight, we've been on a mission to make it easier to spot—and share—great insights. Why? Because clear, actionable insights don't just make your analyst engagements more valuable—they help AR become a strategic part of the business.

Use this guide to get the most out of every analyst conversation —
before, during, and after the call.

Insight Quality Checklist

Make every insight count. Use these four pillars to ensure what you're capturing is clear, actionable, and impactful.

CLARITY



Is it brief (ideally ≤ 2 paragraphs or bullet points)?

Can someone skim and understand the takeaway in 5 seconds?

Did you avoid jargon or acronyms that may confuse others?



CONTEXT



Does it explain *why* the feedback matters?

Have I included enough detail (analyst, company, topic) for others to act on it?

Would this still make sense 30 days from now?



CATEGORIZATION



Have I selected 1-2 perception tags (Market, GTM, Offering, Business, Customer)?

Have I chosen the correct sentiment (Positive to Cautionary)?

Is this the right type (Feedback, Intel, Competitive Intel)?



IMPACT



Can this inform future interactions with the analyst?

Is this valuable to internal or external reporting?

Could someone else benefit from reading this?



