

Margaret Kennedy

Kennedy Insights

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Having transitioned from business to the world of academia, Margaret Kennedy has now made the successful move from lecturing in Sociology in University of Limerick, to a career in organisational design consulting.

In her 30s, Margaret moved from a successful retail and national distribution business she had founded, to follow her passion for learning in academia. Her academic career was deeply fulfilling, developing an interest in the social sciences, through which she discovered the potential of deep research to bring real awareness, clarity, and actionable insights to different social environments.

Margaret's curiosity and creativity, her desire to create something that makes a real impact, and her wish to work internationally with different cultures, brought her to the next phase of her career. Kennedy Insights fulfils these needs, harnessing her personal and professional strengths and eclectic experience.

Kennedy Insights are specialists in developing powerful insights that empower strategic thinking, decision making and positive action. They are experts in deep listening, observation and analysis with customers, leaders, teams and organisations. Through qualitative research and observation, Margaret and her team provide their clients with a unique picture of their company culture as it is today, and then help design and build the organisation for sustained growth for the future.

Margaret's clients include a fast-growth tech company in the US, an Irish start-up working in Germany, a global corporation, a leading Irish professional services firm with offices in several countries, and a 600-person global online business.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.