





Avoiding Research Limbo: How to Keep your Research from Sitting on the Shelf



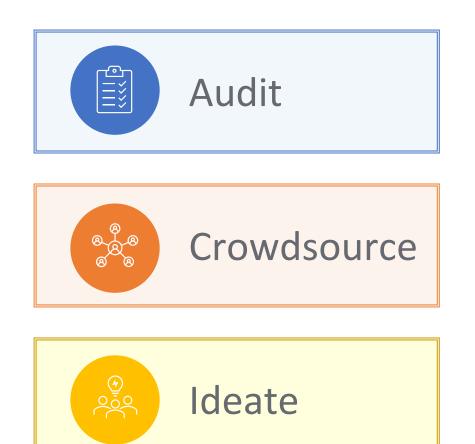
Pouring our blood, sweat, and tears into a research effort that ends up going nowhere.

How do we make our efforts have impact, and how do we make sure research dollars are actually being used to **drive the business forward**?





Add a **Phase 0** to your research...



Especially when you've got a lot of cooks in the kitchen!







Revamp CX program for group benefits company





- Uncover the core issues/content
- Streamline overlapping surveys
- Cover all gaps in data collection





Conduct a largescale thought leadership study with fresh content



• Create a questionnaire that addresses unique content



#### Outcome

#### The lit review:

- Prevented us from retreading old ground
- Ensured fresh content, leading to significant media pickup







Conduct a biannual multisponsor (~10) industry study and give all stakeholders the opportunity to be heard on key needs and priority content

# **Process** • Online bulletin board

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## Ensure buy-in from multiple stakeholders/constituencies







Goal

Explore stakeholder hypotheses and assumptions around buyer personas and behaviors



• Used feedback to build guide and set up assumptions to be tested

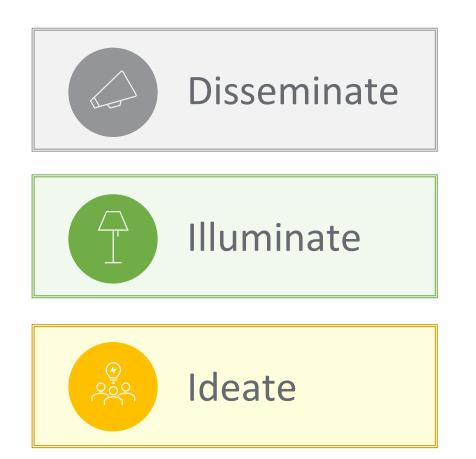


#### Outcome

 The result was a buyer map that could be leveraged, tested, and validated/adjusted in the research



### **Do** something with the research...



#### Bring the research to life.



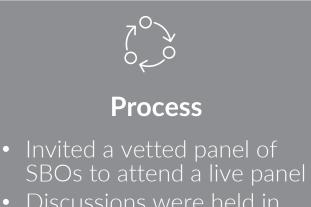


# **Disseminate: Case Study**



Goal

Allow a broader base of stakeholders to hear directly from their audiences



- Discussions were held in front of a wide audience
- Ideation sessions were then held to identify and address key challenges



- makes it memorable and actionable on a wider
- Leading from the live discussion to ideation yielded impactful results







After a segmentation, bring the segments to life for research stakeholders, especially those who have limited experience with research

#### Process

- Hosted a "segment cocktail hour"
- Recruited consumers who are archetypes of each target segments
- Senior stakeholders were able to mingle, meet, and ask questions



- The experience was highly memorable for leadership
- It continues to be referenced in future concept development year over year







Leverage research findings experiences for the target consumer







# Want to discuss further?

Feel free to follow up with me to discuss and/or for some general ideation tools:

- Post research homework/worksheet
- Ideation exercises
- Design thinking framework



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