



MMMM...Data!

Welcome!

RESEARCH
ROCKSTAR





SHOULD YOU WORK “SUPPLY-SIDE” OR “CLIENT-SIDE”?

	Corporate Research & Insights	Market Research supplier
Your company size preference is...	Medium & Large	Usually Small & Medium, some Large
You want to become an expert in a specific product category	✓	
You want to become an expert in a specific demographic group	✓	✓
You want to participate in the implementation of research results	✓	
You enjoy working on multiple projects, in multiple industries		✓
You see product management, business intelligence or executive-level marketing positions in your future	✓	
You'd like to own your own market research/insights business in the future		✓

These are generalizations!!!



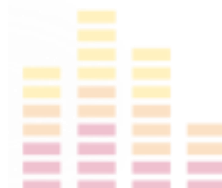
Some wise words

“I’ve always been on the supplier side. Which works for me. I like the breadth of categories I am able to work across. I also am comfortable with the intimacy of small companies vs the vastness of larger corporations.” *Karen Lynch, Senior Research Director, Qualitative, Insights Now*

“Typically in agency work there is little time to go deep into a subject. The flip side to this, depending on how diverse the agency's client base is, will be the opportunity to experience work across multiple industries and with different types of studies, e.g. segmentation, positioning, etc. This can be a great way to build your resume.” *Greg Timpany, Senior Market Research Consultant, @DataDudeGreg*

“I work in a corporate insights team, and I love my work but my budget is really tight. When interviewing for a job, ask how research is funded.” *Insights Director, Consumer Electronics Brand*

“On the supply side, it’s easy for deadlines to collide...which can mean working nights and weekends” *Senior researcher, working at a mid—sized research firm*



Visit [Training.ResearchRockstar.com](https://www.researchrockstar.com)



CREATING CUSTOMER INSIGHTS THAT INSPIRE

Everyone knows a good customer insight when they see one. But many teams, drowning in data and an abundance of knowledge, struggle with creating insights that inspire.

There are three primary reasons for this:

1. They lack a working definition of what an insight is, and isn't
2. They don't recognize that insight is not the outcome of rigorous analysis, but of creativity
3. They lack a repeatable process for uncovering, developing and communicating insights

Fortunately, your ability to create new insights can be improved with practice. You and your team can learn what insight thinking is, how to define and develop insight, write them up, and inspire your organization. Special Guest Instructor [John Holcombe](#) is an insights expert, and he is prepared to share his practical strategies and best practices in this 2-session course with real world examples.

This course meets at 1PM on May 8th and again on May 15th, 90-minutes each (3 hours total, plus one homework assignment).

“John did a nice job applying a framework to a topic which could have been very theoretical. The examples throughout were strong and relatable.”

Maggie Lukas, Market Research, Brighthouse Financial

“(John) gave us a process and tool for developing powerful insights.”

Director, Innovation Research, Professional Services Firm