

How to *Make the Most* of Your Market Research!

You can, of course, read a marketing report and pop it on your shelf. But it is much better to spend time thinking about the implications of findings on your business.

The idea of this white paper is to provide a few starting points which have been shown to shift the emphasis from the initial download of new information to analysis of implications for your business and the issues at hand.

These tips are put together from experience as a client of many hundreds of research reports, ad agency debriefs, and the like!

1. Your Initial Impressions Count

Consider your “gut feel” with the report. If possible write down any immediate thoughts you have – they are almost always valid and useful down the track.

“We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility.” Malcolm Gladwell

2. What Changes After Sleeping On It?

Often, when we “sleep on” an issue, our perception changes, often adding valuable new thoughts or feelings which help us absorb and synthesise complex facts and issues.

“If passion drives you, let reason hold the reins.” Benjamin Franklin

3. New Thoughts Often Arrive After You Consult With Others

It is always healthy to seek the views of other team members, even if the discussion just triggers a consolidation of your own views.

“Most people are other people. Their thoughts are someone else's opinions...” Oscar Wilde

4. Do You Have Any Questions for Clarity?

It is very good practice to contact me (Turning Leaf) directly if you want to understand the rationale behind any part of the study, or talk things through (see above).

"The important thing is not to stop questioning. Curiosity has its own reason for existing." Albert Einstein.

5. A Useful Tool for Thinking About Your Next Steps

A very effective way of collecting your thoughts and reactions to your new research or marketing analysis is the "Like/Challenge/Build" tool.

- ⇒ Like: What I liked (about the study, its findings, or anything)
- ⇒ Challenges: Challenges regarding any information or conclusions
- ⇒ Builds: For each challenge above, what "build" or alternative pops into your head

"Great leaders are almost always great simplifiers, who can cut through argument, debate and doubt, to offer a solution everybody can understand." Colin Powell

6. Changing Your Mind About Implications OK!

Often people find that their thoughts change from a first opinion over time and with consideration. This is a normal part of the process of absorbing new information.

"When faced with new information, I change my mind. What do you do?" Albert Einstein.

7. Insights/Nuggets

Can you find two or three nuggets of insight which change the way you approach the problem.

"Everything should be made as simple as possible, but not simpler." Albert Einstein

8. Implications

For each insight, what are the two or three implications on your business which may or may not have been identified in the report?

"If you cry "Forward" you must be sure to make clear the direction in which to go. Don't you see that if you fail to do that and simply call out the word to a monk and a revolutionary, they will go in precisely opposite directions?" Anton Chekhov

Finally, don't forget, I am always available on email if you have any queries, and I attempt to respond to all emails within 24 hours.

Turning Leaf facilitated workshops and project management to progress your project are available if this would assist.