

RESEARCH REIMAGINED: A workshop for marketing / product teams ready to make research a habit – not an afterthought

Your Challenges:

- Research is an **afterthought** – it isn't planned ahead or tied to OKRs.
- Product/Marketing decisions are based largely on **opinion** and **speculation**, not data.
- Your team has a **hunch** about what customers value – but by **guessing, they're missing key opportunities**).
- Team members do research independently (or not at all) and not according to a **standardized** research process.
- Despite all the research your team may be doing, there's still no **central** source of **key insights** to reference or make decisions.

Our Solution:

To make **evidence**-based **decisions** the norm, your team needs a simple approach to research and analysis that keeps **actionable customer insights** coming in.

With a few tools and a simple process, I can help your team integrate customer research and data into how they make decisions.

Your team will walk away with **actionable insights** on how to:

- **Embed** research into everyday marketing **decisions**
- Regularly **engage customers** to better understand their want and needs
- Ask the right questions and avoid **biased** customer feedback
- **Structure** a customer **call** to get the most out of the interview
- Extract **key insights** from your data
- **Share insights** across the team so none get lost or go to waste
- Consolidate findings for reference and to help **drive decisions**

Inside the workshop:

1-day long ▪ **Four 90-minute sessions** ▪ **Pre- and post-workshop assessment**

Attendees will get hands-on practice implementing practical research steps that can be immediately applied to better understand your customers and support evidence-based decision making.

Note: The workshop is highly interactive and will be tailored to the experience-level, needs and current practices of your teams.

Pre-workshop assessment:

- 90-minute Deep Dive with leadership to unpack the core priorities and desired outcomes of the workshop.
- 3-5 interviews with each role attending the workshop (eg. marketing mgrs)
- Survey of attendee list to assess current experience, buy-in, needs, etc.

Sample 1-day workshop agenda for teams:

Welcome and Introductions:

- Why customer research matters and
- Why we should care about it include studies and real life examples

Embedding Research Into Marketing:

- Collaborating around a clear and simple research process
- How to embed research into marketing / product workflows

Aligning Research With Marketing Decisions:

- How to align research with marketing / product each quarter
- The importance of a research plan
- Choosing the right qualitative methods
- **Tools: Research Roadmap Template, Research Plan Template**

Mastering Your Methods:

- The art of collecting regular customer feedback
- How to ask the right questions and avoid biased feedback
- Structuring your call to get the most out of a customer interview
- **Tools: Interview Guide, Survey Guide**

Sharing Insights With Your Team:

- How to extract the right insights from your data
- Consolidating insights so none get lost or go to waste
- **Tools: Data Analysis Template**

Post-Workshop Assessment:

- Attendee survey to evaluate knowledge transfer, readiness to apply, etc.
- Provision of brief report to leadership on actionable findings



Ready to transform the way you market and build your product — from gut feel to making evidence-based decisions?

[Book a call](#)