A group of people sitting at a table with a light bulb above them

Description automatically generated*10 tips to help the Market Research team be one of the most valuable departments in the company!*

1 **Take control of the learning agenda for the company – don’t get stuck in a pure transactional research support role**

Make sure you know the strategies and goals for the company and develop a research plan that looks out at least 6 months.

2 **Maintain and act on a “Big Ideas” list**

The research team has a 360-degree view of the company. Carve out time each week to generate ideas not for research but in how to accelerate the business.

3 **Know the business you’re in**

Spend the time to learn about the industry you’re in, your company’s operations, etc. You’ll be massively more effective in helping translate research findings into strategy and tactics that are adopted and work.

4 **Spend the time to deeply understand what your stakeholders are trying to solve**

Your stakeholders won’t respect or listen to you unless they feel you really understand what they are solving and can add perspectives they don’t have.

5 **Say No!**

Your team only has so much capacity, so it’s ok to say no. If you need to, establish a leadership council that helps you prioritize your portfolio.

6 **Do the work vs. the vendor doing all the work**

Often the biggest insights come from wadding in the data, combining with other data, or connecting to knowledge you have about the business. If all you do is just send out an RFP and let the vendor do all the work, your chances of break through impactful ideas are limited.

7 **Hire the right people**

Instead of asking people to tell you about the great goals they’ve scored, put them on the field and have them try to get past your best defenders. Translation, include some business cases in your interviewing process to see how they think.

8 **Inspire people through caring, transparency, and showing vision**

This kind of speaks for itself.

9 **If possible, solve the bigger question**

Researchers are often given a sub question of a larger issue. Spend time understanding and framing the larger issue to ensure a holistic analysis that may or may not involve primary research.

10 **Be bold but calculated**

Be bold and relatively fearless in driving big ideas, but recognize that there is a company hierarchy that you have to operate in. You can speak truth to power, but figure out a way to do it without alienating people. At the end of the day, everyone is on the same team, wants to be successful and wants the company to grow.

If you have comments or thoughts, please feel free to visit me at:

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