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One Study. 12 Easy Ways to Get More Impact



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April 30, 2025

A step by step guide to getting the most impact from every piece of research, no matter how small.

Here is what you have:

The dreaded deliverable: Full Deep-Dive PowerPoint Deck. Detailed findings, implications, and strategic recommendations. Often 30+ slides.

The problem:

A 30+ slide PowerPoint deck with all the cuts and segments you can muster but your readouts are not well attended and no one asks any follow up questions. Insights go nowhere. *You have massive amounts of potential insights to share but your research isn't getting you much visibility or powering any real change.*

The solution:

Digest the data for your audience. No more confusion. Every data point will stand alone and be shared as tailored content for each audience. From internal UX to external social media blasts, I will show you how to make your findings matter to everyone.

How much time will it take? Almost all solutions below take 0-10 minutes to implement. If you have a full deck your work is already done for you! From your full deck to custom storylines by audience is simple work. See below for 12 easy ideas under ten minutes each.

Impact Item	How to Implement	Time Needed	Impact Level
1. Live Customer Voices	Invite 1-5 study participants to provide additional context during team readouts.	None except sending invitation. Participants attend readout.	HIGH. Makes insights personal and relatable and believable. Teams have much more buy in when they can ask questions as well.
2. Include Key Stakeholders Perspective	Invite relevant team members, (such as the Product Manager of the product being studied), to wrap up the readout with the relevance, next steps, and impact of the findings.	None except sending invitation. Participants attend readout.	HIGH. They explain how the findings will be utilized. Results can be shared in updates over the coming months. This approach may also encourage experimentation with other departments such as care, content creation, engineering, UX, among others.
3. Quick-Win One-Pagers	Summarize key insights and tailor by team. Each one-pager focuses on <i>one or two</i> key insights, translated into <i>what matters most</i> . Focus on direct implications for separate teams with examples. Insight: "Customers feel overwhelmed during onboarding." UX Team: Simplify the onboarding flow (fewer steps, clearer progress indicators) before Q2 redesign. GTM Team: "Adjust CTA to set better expectations prior to global product roll out on website in August".	Less than 10 minutes. Use AI to draft based on key findings and quickly audit before sending.	HIGH. High visibility, cross team buy in and gets more credibility, opens conversation for future work and establishes self as authority.
4. Executive Summary Deck	Short, punchy version focused on company KPIs and goals for the year. Use key findings, methodology, and next steps slides into a (max) 5 slide high impact deck. Ensure that you supplement with internal metrics to support findings (e.g. NPS data, FOS intercepts, etc.)	Less than 1 hour. Use AI to draft short 5 slide deck in minutes but sourcing internal and external data sources can take longer.	HIGH. Establishing visibility at the executive level demonstrates your ability to lead and coordinate teams effectively, positioning you as a thought leader. Insights directly given to executive team has a greater chance of becoming a KPI for the company.
5. Share on Slack/internal newsletters	Find and post key insights in a concise PDF or Loom for broad distribution. Post a link and summary to your work to ensure attribution.	Less than 10 minutes to create content and locate suitable channels.	HIGH. Raises visibility and awareness of your team's work.

Impact Item	How to Implement	Time Needed	Impact Level
6. Share via other team meetings	Attend UX/PM/GTM monthly meetings and give a few key highlights.	None, use existing deck.	HIGH. Provides actionable data to other teams and provides insight on what teams are focused on currently. Removes informational silos, seeds future research ideas.
7. Augment existing data sets	Slice findings by persona, behavior type, or funnel stage to update existing customer research. Refresh personas and JTBD models to reflect current customer mindsets. Develop internal onboarding and training materials for teams.	Less than 10 minutes to locate the appropriate contact to share data with.	HIGH. Supports high internal data quality and builds relationships.
8. Add in "oddball" research requests	Often teams need a single question embedded in a survey or 1:1 interview for a time sensitive matter. Account for this by leaving room in all studies for at least one additional question.	Less than 10 minutes to add question and share results.	HIGH. "Oddball" time sensitive single questions are often tied to major executive level decisions and have high visibility and follow up.
9. Invite participants to join advisory boards or feedback groups	Offer early previews or beta access to improvements based on their feedback if cash compensation not possible.	Less than 10 minutes to create a Slack channel or Facebook group.	HIGH. Build help center articles that directly address uncovered pain points. Collaborate with external CX, product marketing, or insights leaders to share broader learnings.
10. Share on social media	Share insight highlights on social media (quote cards, mini-videos, infographics).	Less than 10 minutes to post an insight to social.	MEDIUM. Opens conversation and visibility on research done to the public. May garner higher trust and relatability from public based on what is shared and in which format.
11. Share a case study	Deep dive with one customer with fellow researchers on a more academic platform such as LinkedIn.	Less than 10 minutes. Use AI to draft and audit before posting.	MEDIUM. Share new methodologies and insights for fellow researchers
12. Write a FOS testimonial	Pull quotes and videos from participants and create case studies or spotlight stories FOS.	Less than 10 minutes to post a testimonial.	MEDIUM. May develop additional relevance and visibility and grow trust with prospective customers.

Good research doesn't stop when the report gets delivered. If you stretch it right, one study can fuel smarter decisions across teams for months. It's not about doing more research, *it's about getting more out of what you already know and starting conversations with new team members*. Would love to hear how you're stretching your research!



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