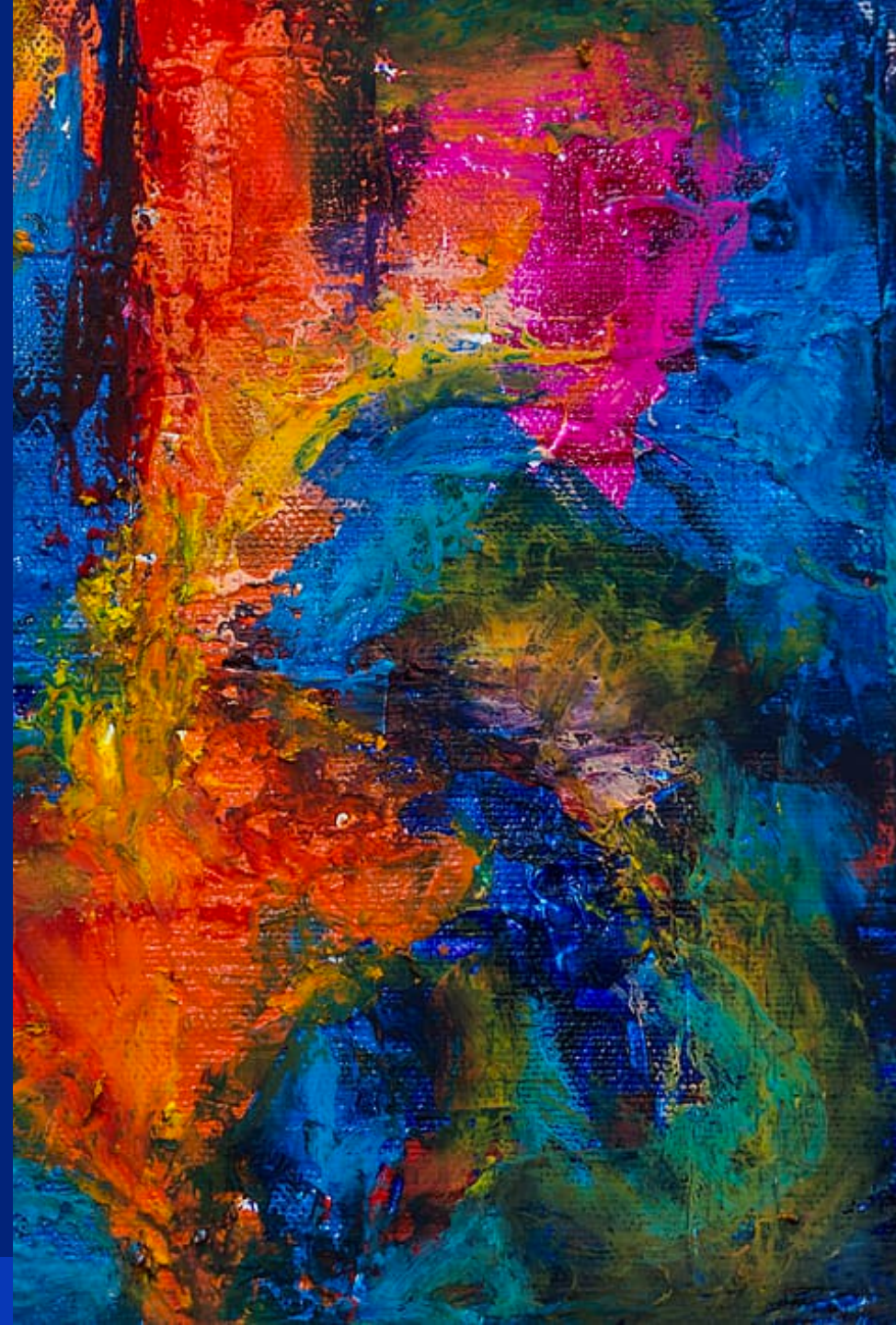


PRACTICALLY SCALING RESEARCH FOR MAXIMUM IMPACT

Presented by: Kendra Speed
Quarantined Virtual Insights Conference
May 28, 2020





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Dropbox, Inc.

- Broad experience in consumer and market insights, business strategy, and process improvement.
 - P&G
 - Michelin, NA
 - Crescent Communities
 - Data Systems & Technology
 - SEEK Research
- SCSU Bulldog- B.S. Business Administration
- Purdue Boilermaker- MBA in Marketing and Strategy
- Certified PMP



Accepting the Limitations

- Consumer attitudes and behaviors
- Financial pressures
- Emerging business context
- Modified strategies

Explore the Possibilities.

“Do not let what you cannot do interfere with what you can do.”

– John Wooden

- Partner differently
- Ongoing gap analyses and learning planning
- Grow the body of knowledge
- Extend the internal audience
- Outline the path to action

In the toughest times, the leaders who excel are those who communicate clearly, stay calm and strong, demonstrate empathy, think long-term and take appropriate decisive action.

Partner differently.

- Behavioral Analytics + Attitudinal Insights
- Leverage feedback loop from customer service to Marketing and Sales
- Integrated learning plans across Product and Delivery Research



What it looks like.

LEAN IN.

- Explore partnership with teams who provide complimentary data and insights.
- Demonstrate the value a partnership might provide.

SYNTHESIZE.

- Seek existing and emerging information that add texture.
- Bring together seemingly disparate data to frame the story.

MODEL.

- Document the partnership and business impact.
- Share the successes for reapplication of the working model.

What it yields.

Vibrancy to the Story

Capacity Building

Connects the Dots

Continuously conduct gap analyses.

- Proactively share what we know and have yet to learn.
- Operate with discipline in establishing repeatable process.
- Explore easy ways to get to knowledge capture.
- Transform the static analysis to a strategic enabler..

What it looks like.

FORMAT.

- Develop a template that can be broadly implemented.
- Identify key teams for input and integration.

PROCESS.

- Establish role of gap analysis in the overall multi-functional team process.
- Align as a research team to the practice of gap analysis.

INSTITUTE.

- Continuously implement the practice of gap analysis.
- Develop a mindset of gap analysis among team.

What it yields.

Discipline

Growth Mindset

Grow knowledge.

- Frame existing category understanding in the evolving market reality.
- Invest wisely in places that offer greatest business Impact.
- Champion opportunities for test and learn.



What it looks like.

BASELINE.

- Document what you know, mapping to the core data set or insight.
- Base in the organization's key business questions.

SHARE.

- Establish a centralized location.
- Broadly syndicate.
- Gather feedback and adapt.

BUILD.

- Establish a process for ongoing validation, synthesis and update of the knowledge base.
- Encourage ownership in the growth and application of knowledge.

What it yields.

Single Source of Truth

Democratization of Data and Insights

Insights to Action

Extend the internal audience.

- Identify primary and secondary audiences and the related plan for socialization.
- Leverage advocates and stakeholders at critical project points.
- Tailor data and insights to the learning needs of non-primary stakeholders.



What it looks like.

PROBE.

- Informational coffee chat with related function to identify greatest area of learning.
- Sharing of existing knowledge toward priming the conversation for “What’s Next”.

CONFIRM.

- Perform the strategy check.
- Gain executive endorsement.
- Envision the path to success.

MAXIMIZE.

- Explore smart ways to leverage existing insights in a new way.
- Find opportunities to enhance current learning plans with minimal +\$\$ for incremental impact.

What it yields.

Unlikely Kinship

Surprising Insight

Business Value

Outline the path to action.

- “Beat the research brief” to delineate the business questions and establish the exit criteria.
- Step into the insights and bring them to life.
- Present in context of the business strategy.
- Frame in context of possibilities vs. limitations.

What it looks like.

DELINIATE.

- Deconstruct business questions into their most base form to get to the true question.
- Understand the related business questions.
- Identify which questions are in/out of scope.

MAP.

- Map the delineated business questions to the research instrument.
- Gain alignment to the mapping.
- Ensure traceability through to the analysis plan and final presentation.

CONSULT.

- Plan for consultation time.
- Establish workshops that walk teams through the insights to action.
- Teach teammates to fish.

What it yields.

Enhanced Business Application

Team Buy-in and Ownership

Insights that “Breathe”



Explore Possibilities.

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Contact Me.



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