



Insights and Sound Bites

January/February 2008

"Research is the process of going up alleys to see if they are blind." – Marston Bates

How Effective is your Backroom?

Are you really getting everything you can from your research experience? How often do you find the viewers in the backroom losing focus after hours in the dark? How often do you rush out at the end of the day without a chance to discuss the day's findings?

Here is a technique which may significantly increase the effectiveness of the backroom and significantly enhance the overall quality and outcome of the research.

First viewers in the backroom must agree to work and actively listen. This not only keeps everyone engaged but increases vested interest in the project.

The moderator should lead a briefing session prior to the start of the groups.

Step 1: Decide what the key categories or areas of learnings will be.

Step 2: Make each category a header on a large piece of paper and post these along the walls of the back room.

Step 3: Use post-its to have everyone jot down what they are expecting to hear in each of these categories—one thought/idea per post-it. Place the post-its on the corresponding category page.

Step 4: (This is key!) During the groups or interviews, have all viewers make notes of intriguing quotes or comments that validate what they expected to hear or are new insights. Again – one quote or comment per post-it. After each group or interview, these should be posted on the appropriate category page.

Welcome Amy!

Ladd Research Group welcomes Amy Winstel as the newest member of our team! Amy joins us as a Qualitative Research Consultant with 14 years of sales and sales training experience in the

Pharmaceutical and medical device industries. Amy and her two children Grace and Scooter hail from Cincinnati!



Step 5: Use these sheets to facilitate a debrief at the conclusion of the research. Not only does this capture in one place the key findings, but it helps clarify where there was consensus, where there were outliers and what conclusions can be drawn.

Colored post-its can be used to further enhance the process – use one color for each group so “like ideas” can be grouped without losing the overall thoughts of the groups as a whole.



For previous issues of Insights and Sound Bites please visit our website www.laddresearchgroup.com

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