

# THE REBEL'S GUIDE TO BETTER RESEARCH

PROBLEM  
CHILD



Find new audiences

Have better conversations

Learn more from them



Times are changing...



WORK  
NEEDS TO  
START  
HERE...

...SO FINDINGS  
COME TO  
FRUITION HERE

→ Culture works like a wave

→ Researching the present builds  
products for the past

→ Great brands create  
culture, others chase it

**THE SWELL**

**THE WAVE**

**THE UNDERTOW**



Requiring research to be...

**LESS FORMULAIC**



**AUTHENTIC  
& RAW**



**BR  
AN  
ER**

**THIS IS A CALL TO  
STOP PLAYING  
IT SAFE.**

**LET'S GET  
STARTED.**



The work we do is founded on **four choices** we make.

1/  
**WHO WE  
TALK TO**

2/  
**HOW WE SPEND  
TIME WITH THEM**

3/  
**WHAT WE  
TALK ABOUT**

4/  
**WHAT WE LEARN/  
HOW WE SHARE**





**1/ WHO WE  
TALK TO**



MAKE THE  
MOST OF IT -



# FINDING PEOPLE WITH SOMETHING TO SAY

→ Conversations = Fuel

→ What we can learn >> What  
we already know

→ Broader perspectives sharpen  
purpose and place

HOW CAN WE FIND A NEW  
AUDIENCE?



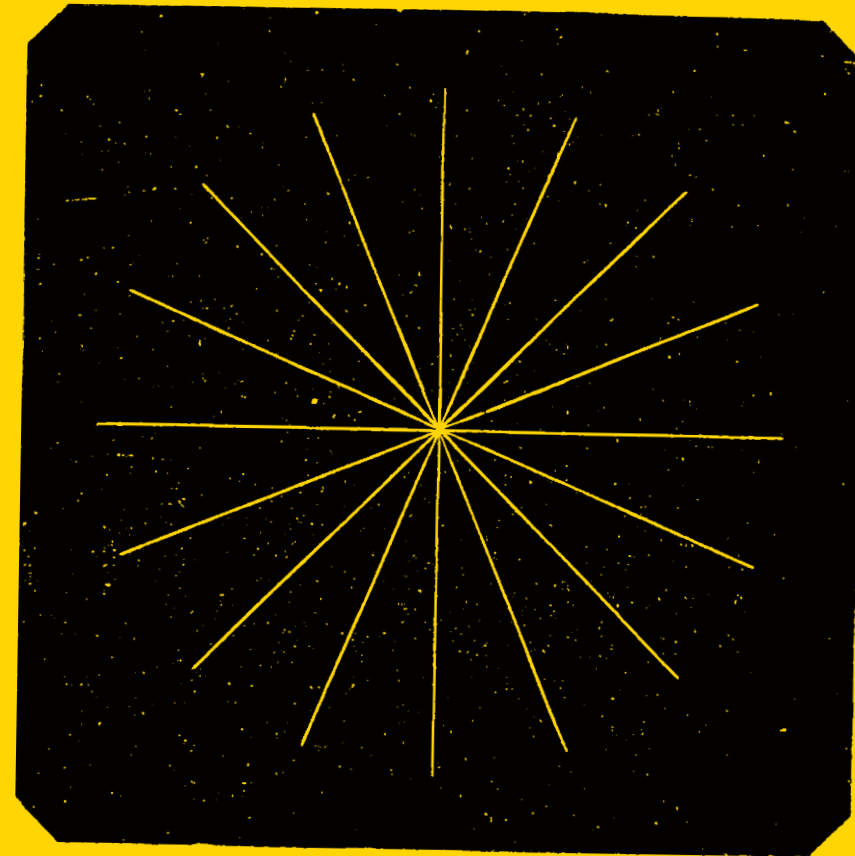


# SCREENING LIKE A REBEL

Rebels focus on two types of people to drive a more provocative chat.

## BY DESIGN

Choice or circumstance places them outside the mainstream.

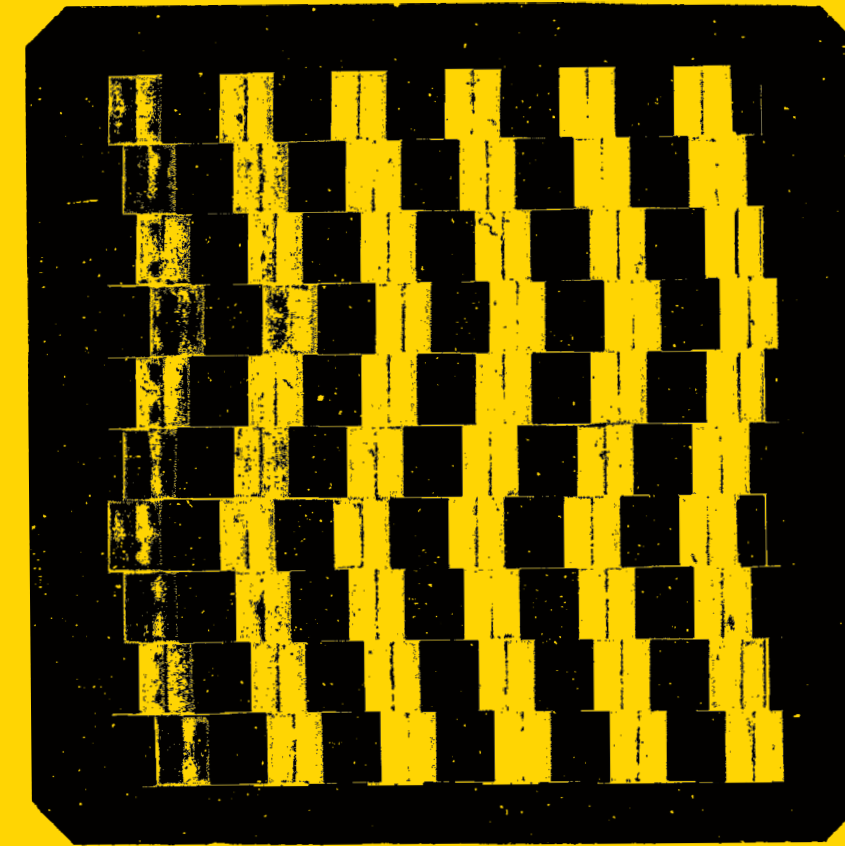


→ Hyper-aware of tensions

→ Expressive and opinionated

## IN TRANSITION

Change has them re-appraising and re-prioritizing their lives.



← Focused and reflective

→ Seeing things for the first time



2/  
**HOW WE SPEND  
TIME WITH THEM**







# FOLLOWING THE STORY

→ Scheduling out the serendipity

Being there vs. Being present ←

→ "We'll come to you..?"

HOW CAN WE RE-IMAGINE THE  
SCHEDULE?



# SCHEDULING LIKE A REBEL

LET  
PARTICIPANTS  
TAKE  
THE  
LEAD

→ Less people\*

Less scheduling\*

→ More time, trust and authenticity

More reflection

PRO-TIP—  
Having some fun with it





3/

**WHAT WE  
TALK ABOUT**







# LETTING CULTURE GUIDE THE WAY

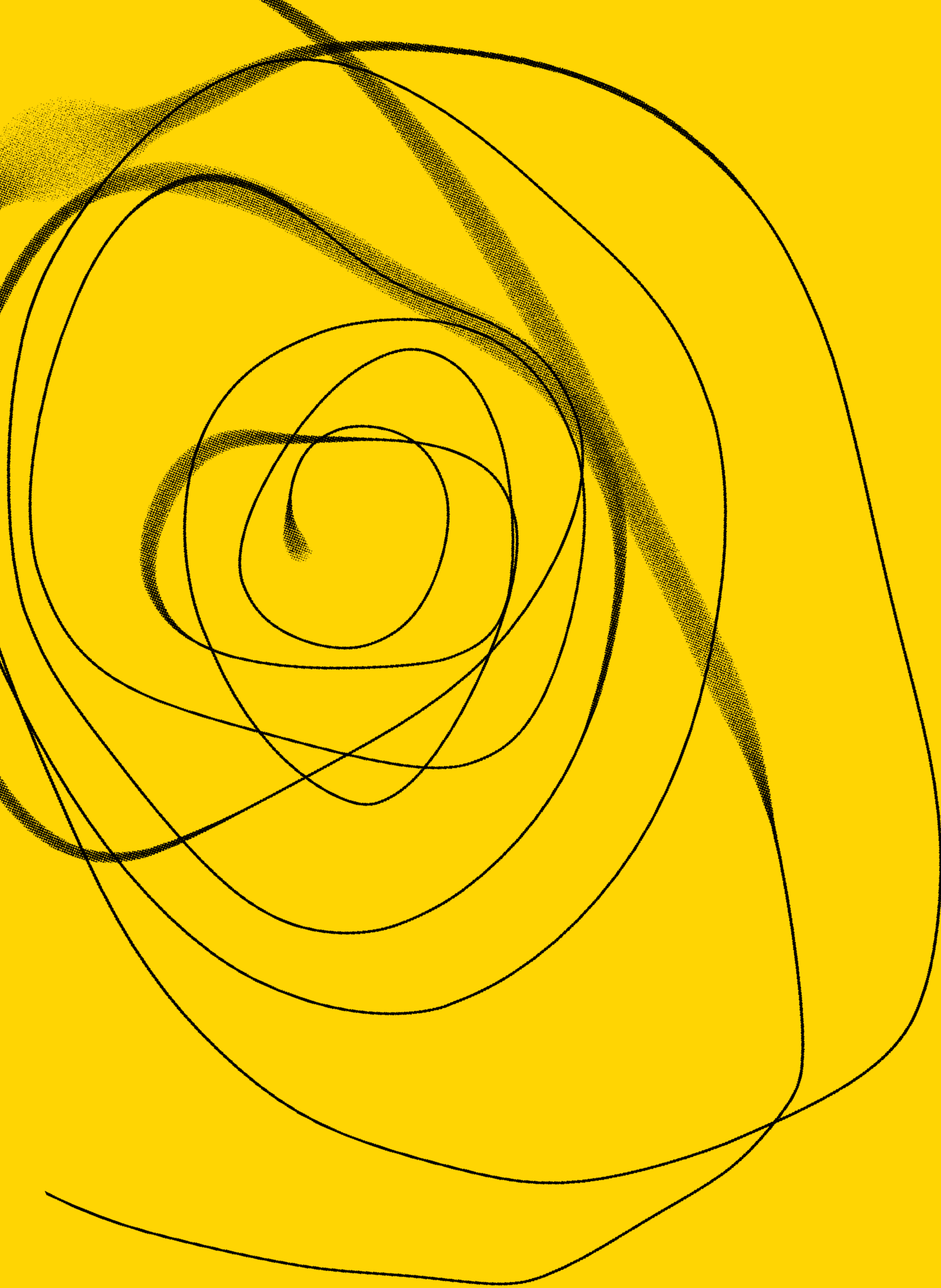
→ "Let's talk about me, me and me"

Stimulus that stimulates ←

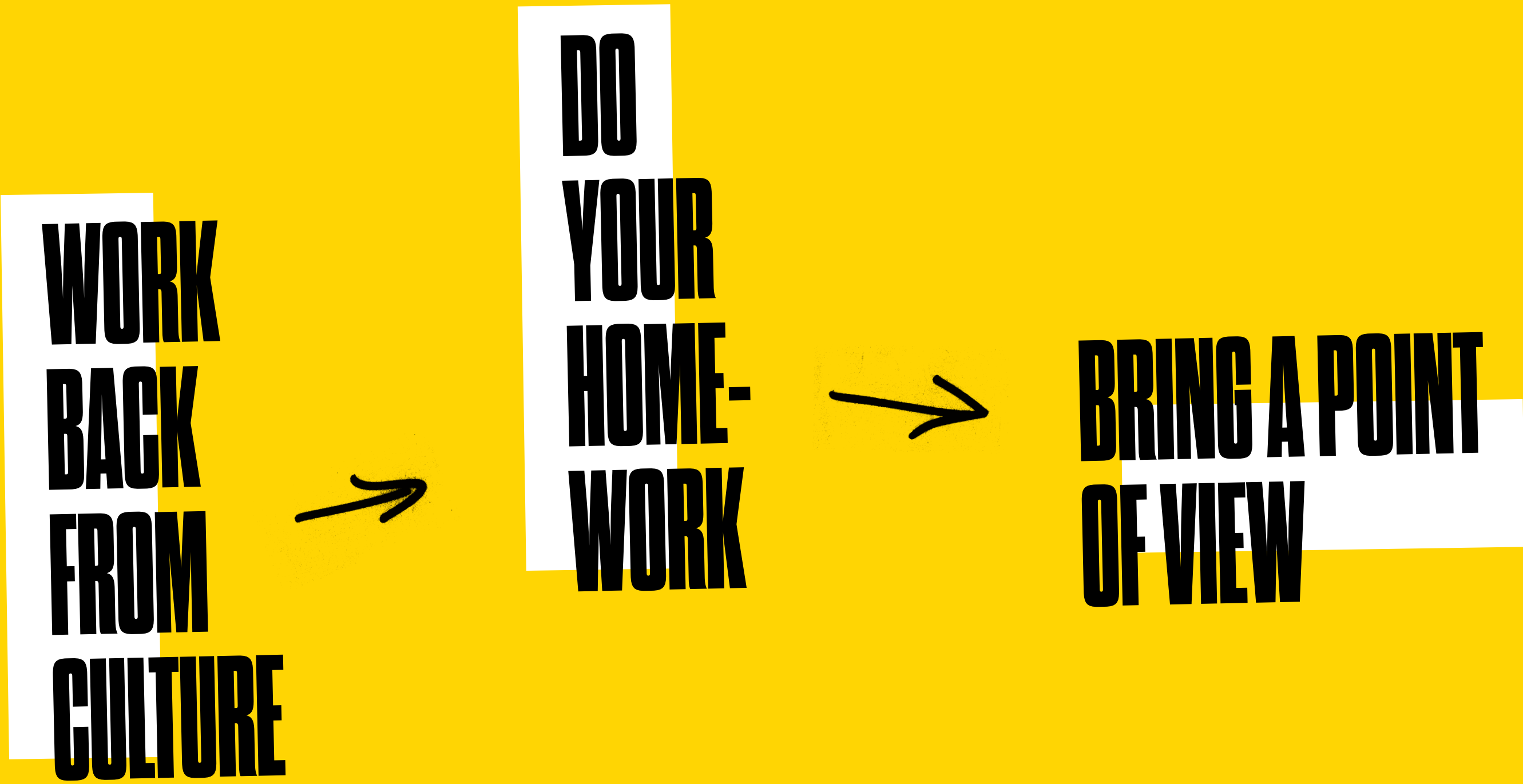
→ Great goes beyond the category

HOW DO WE CHANGE THE  
CONVERSATION?





**TALK LIKE A REBEL**  
**TALK LIKE A REBEL**  
**WALK LIKE A REBEL**



# 4/ WHAT WE LEARN/ HOW WE SHARE





# TREATING THE PRESENTATION AS A TRAILER

→ Attention spans and information gaps

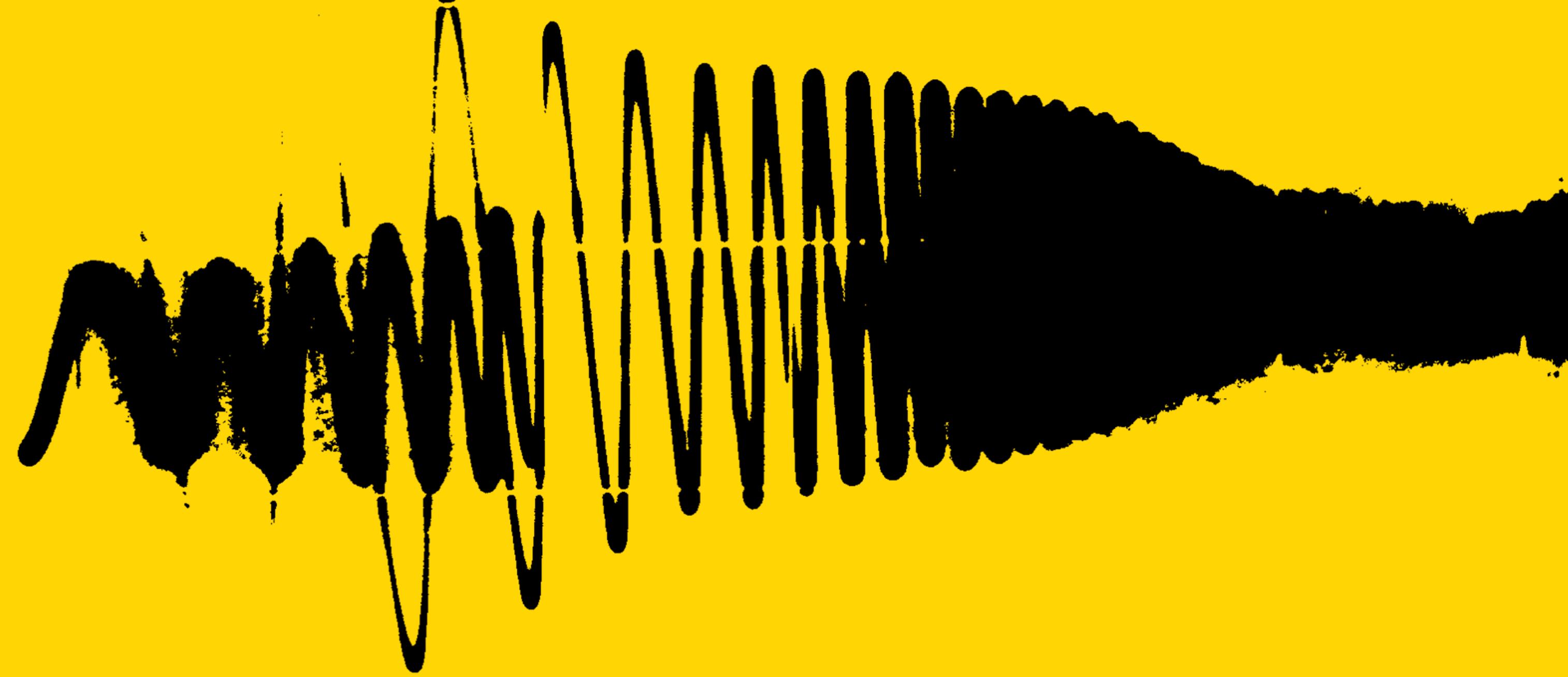
Giving it EVERYTHING ↗

→ That's all folks

HOW CAN WE CREATE EXCITEMENT,  
NOT ANSWERS?



# PRESENTING LIKE A REBEL



**SHARE THE  
GREATEST HITS.  
SHOW THE  
WORKING**



**MASTER THE  
MEDIUM**



**CREATE  
A FEEDBACK LOOP**



# LET'S GET TO WORK



To recap...

Talk to people that challenge  
you

Follow the story... not the script

Work back from culture

Build excitement, not answers



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