

Taking Care

What Research with
Extraordinary People Can
Teach Us About Being
Extraordinary
Researchers
SMARTY PANTS

curious minds. clever solutions.

Barbara Zamolsky

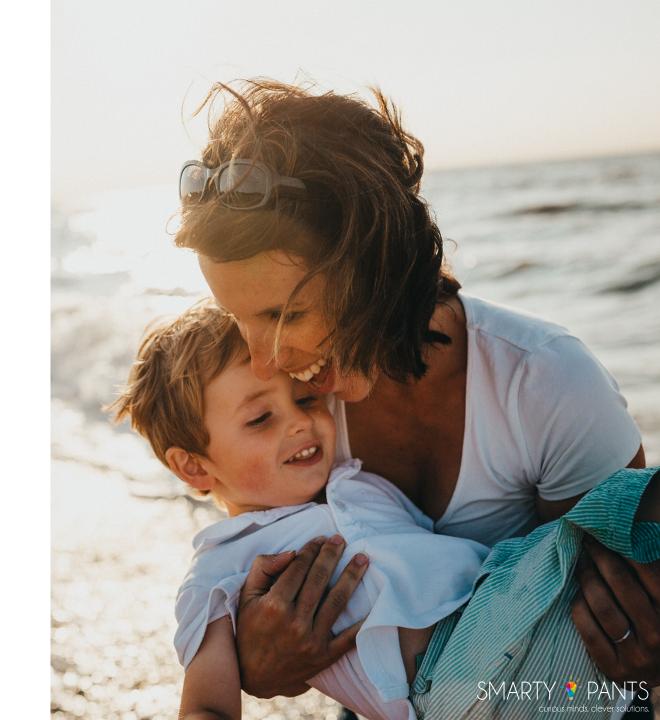
April 2019

Who We Are



SMARTY PANTS is a

boutique research & strategic consulting firm that excels at delivering breakthrough youth & family insights that spark innovation & activation.



Who We Work With





American Heart Association_®







PBS



Southern Governors' Association





PANTS

What's Inside



The Right Perspective





The Right Approach





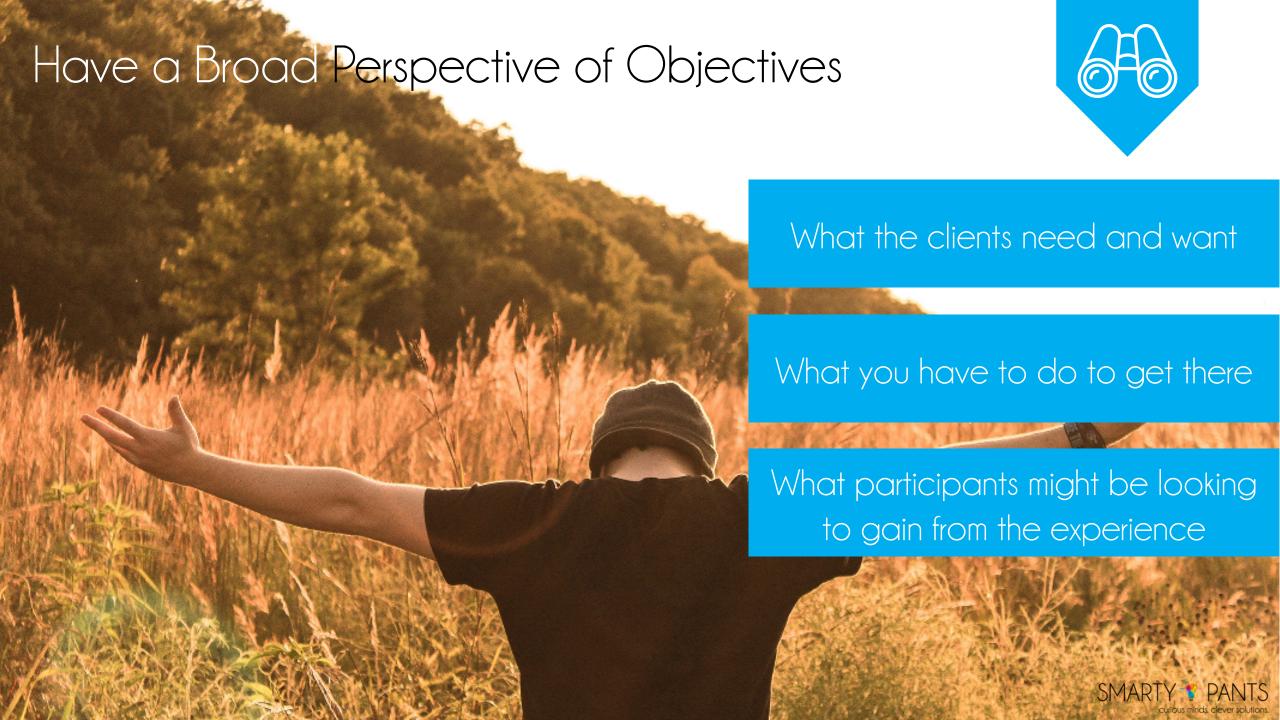
The Right Implementation





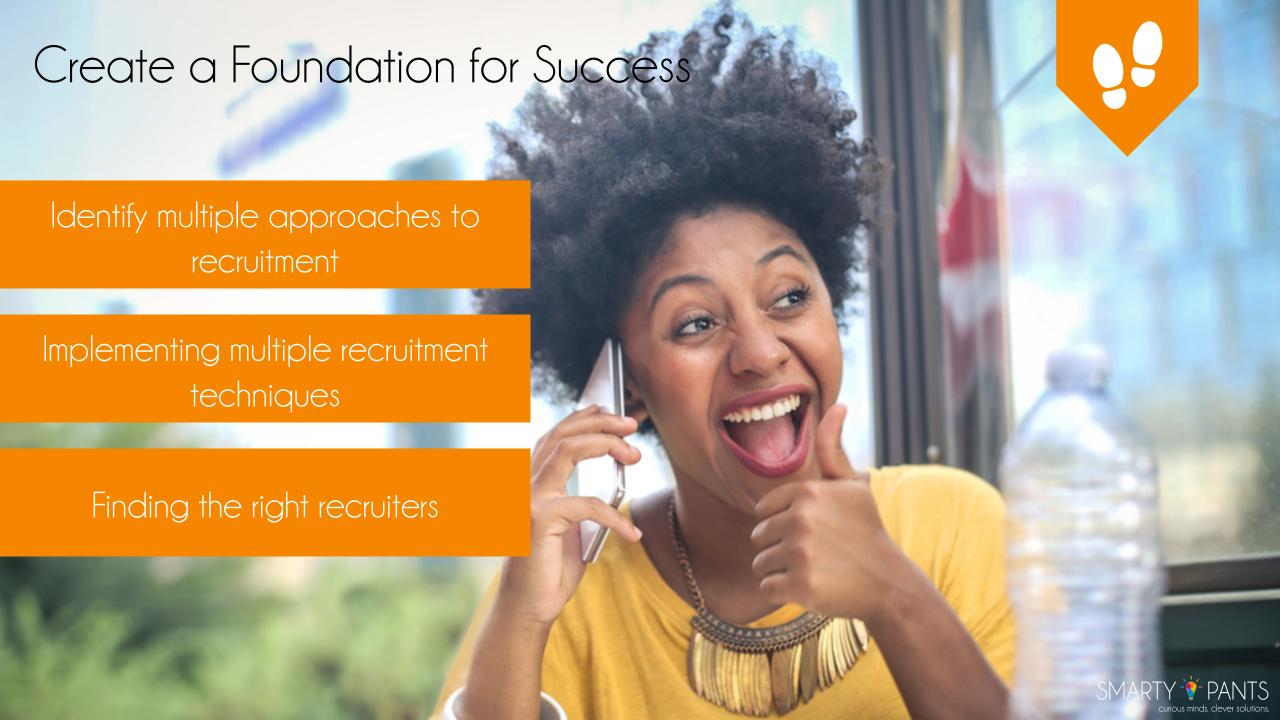
The Right Perspective

You Need to Care It matters It's emotional It's impactful





The Right Approach







The Right Implementation

Create a Safe Space











Thank You!

SMARTY PANTS

curious minds, clever solutions.

Barbara Zamolsky 843.236.4427 bzamolsky@asksmartypants.com