



Barbara Zamolsky

Taking Care

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

SMARTY  PANTS

curious minds. clever solutions.

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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

A collage of logos for various companies, including Target, Facebook, Disney, Netflix, Chick-fil-A, and others. The logos are arranged on a white background with a blue border, pinned to a corkboard.

- Target
- Facebook
- Disney
- Netflix
- Chick-fil-A
- PEPSICO
- Warner Bros. Interactive Entertainment
- LEGO
- NBC Universal
- DICK'S SPORTING GOODS

A collage of logos for various organizations, including American Heart Association, Aetna, PBS, and others. The logos are arranged on a white background with a blue border, pinned to a corkboard.

- American Heart Association
- Aetna
- PBS
- Intermountain Primary Children's Hospital
- Liberty Mutual
- HONDA The Power of Dreams
- Safeco Insurance
- SGA Southern Governors' Association
- DEPARTMENT OF DEFENSE UNITED STATES OF AMERICA

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

Have a Broad Perspective of Objectives



What the clients need and want

What you have to do to get there

What participants might be looking to gain from the experience



The Right Approach

Create a Foundation for Success



Identify multiple approaches to recruitment

Implementing multiple recruitment techniques

Finding the right recruiters



Talk, Don't Screen

Be honest, transparent and kind

Listen before asking

Prioritize information over questions





The Right Implementation

Create a Safe Space



Access

Ambiance

Adjustments

Create a Simple Plan, Prepare for Things To Get Complex



Timing

Topics

Tears

Match Your Moderator



Demographics

Psychographics

Personalities and temperaments

Personal experiences

QUIRK'S
MEDIA



Thank You!

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