



COMMUNICATIONS
FOR RESEARCH



THE CLIMATE
CORPORATION

**A Researcher's Process
For Maximizing Resources
To Drive Real Change**



OUR GOAL?

Empower You To Get Better!





How do we optimize our research?



Key Takeaways

Learn about:

Acting with purpose

Relate to our story

Adopt a process

Where Do We Come From?



Jenny Mays

The Climate
Corporation



Colson Steber

Communications
for Research (CFR)



“

Your Biggest Competitor
Is The Status Quo.
So Everything You're Doing
Is Fighting the “No” Decision

- Jill Konrath

”

We All Want To:

- Work Towards Goals
- Optimize Our Resources
- Stay Focused On Our Specialties

47%

Say Greatest Barrier
to Understanding
Customers is Lack of
Resources

- Q Report 2018





Now What?

How Do We Make a Change?



My Team's Current State

- All Researchers
- Typically Work with Full Service Research Partner OR DIY the Whole Project
- Trying to Make the Most of Our Resources



Research Opportunity



Forecast 2019 Sales

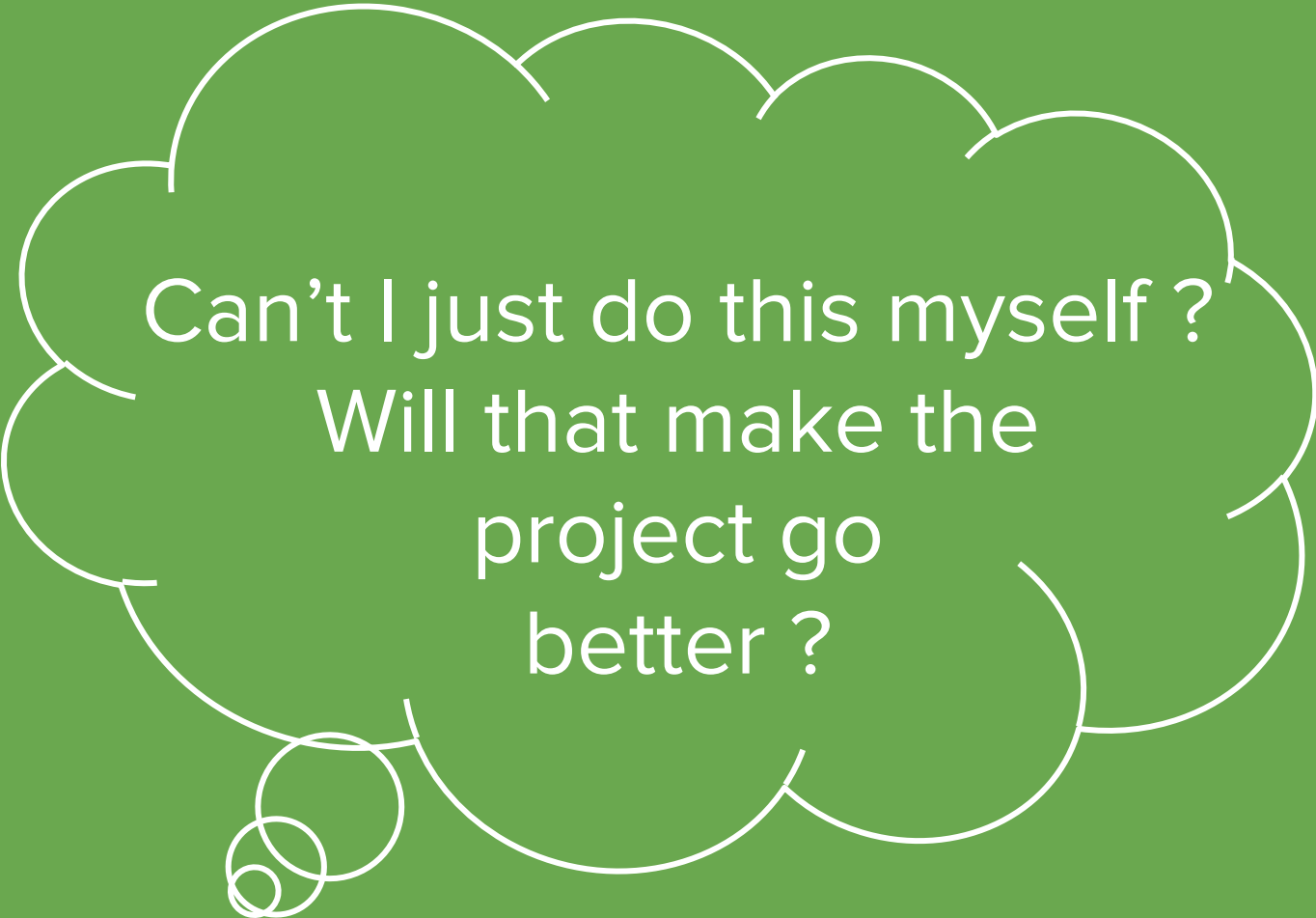
Develop Quantitative Study

Deep Knowledge of Results

Our Decision Making Process

- Maximize Timing & Resource Allocation
- Meet Project Objectives
- Focus on our Specialties





Can't I just do this myself ?
Will that make the
project go
better ?

What I Knew

- I Wanted Full Ownership & Understanding
- We Needed This Research ASAP
- We Need To Optimize Budget



What Did We Do?

How Did We Meet our Goal?

Worked with CFR

Settled on a Middle Ground

Focused on our Specialties

The logo for CFR, featuring the letters "CFR" in a bold, white, sans-serif font. The letters are positioned within a white, stylized swoosh that curves around the bottom and left sides of the text. The entire logo is set against a dark blue background.

CFR

Outcomes

- It Worked!
- Improved Research Outcomes
- New approach is a Super Power!





Action Steps



What to Do When You
Are Ready to Get Better



ACTION STEPS

- When are you ready?
- Assess the Current State
 - Define Your Goals
 - Determine Next Steps
- Loop Back after & Compare



Thank You!



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