



Smarter Research, Stronger Insights

Driving Value through Inclusive Research Practices

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Introductions



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Agenda

- 1** Access does not Equal Success
- 2** Strategic Planning
- 3** Inclusive Collaboration
- 4** Analytic Techniques
- 5** Q & A



When we first apply inclusive research practices, we often start by addressing representation



Representative Sample



Research Accessibility

How do you identify?
(please select one)

- Man
- Woman
- Non-binary
- Self-identify (please specify): _____
- Don't know
- Prefer not to answer

Demographic Questions



Only to discover that access does not equal success

Lower participation than anticipated

Findings that fail to uncover new insights

Stakeholders start to disengage

Accessibility and Representation make a solid foundation

But you need to take additional steps to ensure you uncover inclusive insights that will drive better business decisions



ENSURE RELEVANCY

If participants do not identify with the content and language, you will encounter lower participation rates and inexplicable response patterns.



MANAGE BIASES

Researchers are human, so they are influenced by cognitive biases, which influence how we design the research and how we interpret the data.



AMPLIFY DIFFERENCES

Diverse voices may be unintentionally suppressed in the analysis process when using traditional approaches that emphasize common or majority trends.



Life comes at you fast, So does research

Inclusion has endless possibilities—which translate into many research decisions and tradeoffs.

Who do I target?

How do I manage biases?

What differences should be amplified?



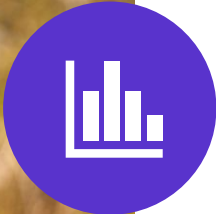
Key Practices



Strategic Planning



Inclusive Collaboration



Analytic Techniques



1 Strategic Planning

assess

COMPANY

- Overall strategy
- Business goals
- Competitive advantage
- Top priorities

align

GOALS

- What's at stake
- Ends in success, avoids failure, or transformation

allocate

RESOURCES

- Method
- Sampling plan
- Analysis plan
- Subject matter expertise

2 Inclusive Collaboration

Collaboration has been proven to boost productivity, improve decision-making, and drive innovation. But only if it is applied successfully.



Diverse Team

Intentionally integrate individuals from different backgrounds, experiences, and viewpoints into the project team.

Diversity of thought, perspectives and lived experiences will help manage biases, avoid blind spots and lead to better outcomes.



Shared Goals

Take time to actively ensure everyone understands and supports the project's purpose and why this team has been assembled.

Proactively seek project team alignment on goals and objectives, so these become collective.



Accountability

Set clear expectations of individual tasks, deadlines, desired behaviors and contributions.

Have each team member formally accept their commitment and pledge to hold each other accountable.

Implement regular check-ins to troubleshoot and redirect as needed, leveraging available project management tools.



Positive Culture

Encourage open and honest dialogue where all voices are heard and valued.

Foster an environment where everyone feels safe to express their ideas, take risks, and make mistakes.

Demonstrate value the emotions and perspectives of others helps build stronger connections and more effective teamwork.

3 Amplify Differences

Data analysis can unintentionally suppress consumer voices, and cognitive biases influence how we interpret data.

Collaborative Interpretation

Use diverse perspectives and expertise to interpret data, discuss findings, and derive insights. Fosters knowledge sharing and consensus-building, leading to richer and more nuanced insights.

Comparative Analysis

Disaggregate into subgroups and run cross tabs to consider and address multiple perspectives for more accurate insights, driving solutions that benefit everyone, not just the majority.

Association Analysis

Explore how variables are related to find patterns, associations, or dependencies. Common types include correlation, regression, factor, and Bayesian networks.

Natural Language Processing

AI technology that empowers sentiment analysis of large volumes of text data, allowing researchers to explore and include diverse viewpoints, opinions and concerns.



Top Tips



Strategic Planning

- Get to know your client companies to help guide them. Review DEI and ESG reports, marketing strategy and company reports.
- Develop a brief description of what is at stake and key priorities related to DEI. Gain alignment and use as a guiding star.
- Consider a retainer with subject matter experts for advisory support on projects to maximize your internal team for project tasks and minimize outside expenses.

Inclusive Collaboration

- Conduct a talent assessment to determine if you have the right skills and expertise in-house to successfully deliver inclusive insights.
- Establish criteria for assigning project teams that includes diversity.
- Embed specific actions and additional communication touchpoints into your standard operating procedures and workplans.
- Is it easy to work with some people and uncomfortable with others? Consider upskilling on topics like cultural competency and empathy.

Amplify Differences

- Bake inclusive techniques into your data analysis plan—include why each was selected and how it benefits the research.
- Establish success criteria that incorporate differing perspectives, including metrics and demo groups, not just a majority winner.

A hairless cat, possibly a Sphynx, is shown from the chest up, looking upwards and to the right. Its right front paw is raised high, with the pads clearly visible. The cat's skin is wrinkled and has a greyish-brown tone. A bright blue rectangular banner with a white border is positioned horizontally across the middle of the image, partially overlapping the cat's raised paw. The word "QUESTIONS?" is written in white, bold, sans-serif capital letters on the banner. The background is a plain, light grey color.

QUESTIONS?

THANK YOU! LET'S CONNECT!

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