

Wide-Open Listening

**Stop Focusing on Gathering Data and
Let the Consumer Lead the Conversation**

Who is Drowning in Data?



Gathering Mounds of Data

- **EASY**
 - Technology platforms + AI have accelerated the amount of data that can be gathered and analyzed
- **CHALLENGE – Feedback and Analysis has become bifurcated**
 - **GATHER** – When fielding research, in many cases, primary focus has become to gather data
 - **ANALYZE** – after the data is gathered the focus shifts to analysis



Is there a difference between Hearing and Listening?

The saying 'In one ear, out the other' speaks to the difference between hearing and listening.

- Kelly Workman, Clinical Psychologist, Columbia University



Wide-Open Listening Journey

- Focus on qualitative, but there are quantitative applications
- Share two approaches I've developed to ease this *Wide-Open Listening* journey
 - Contextual Intelligence
 - Personal Value Hierarchy
- Show how *Wide-Open Listening* should make you think differently about:
 - Role of Empathy
 - Behavioral Economics (and why you should start incorporating Narrative Economics)
- Bonus – book recommendations



Journey Guide: Susan Fader

- **Independent Qualitative Researcher and Business Strategist**
- **Feet on the ground experience in 30+ countries on 5 continents across wide range and depth of categories and demographics**
- **Developer of new ways of thinking about designing and executing research**
- **Guide businesses to success by having them think differently about their business challenges, opportunities and people**



Communication is #1 Soft Skill

- How well you listen

- Not just how well you express yourself and are understood



Wide – Open Listening



*Creating an environment
where a person can share
what they are truly
thinking – their worldview
– and where they feel they
are truly being listened to*

– Susan Fader

Conversation Not Interrogation



**Give up Control... if you
really want to know what
they are thinking...**

**...Let the person Lead
the Conversation**

Wide-Open Listening Requires **Active Listening**



Active listening - Being fully present, respond and reflect on what's being said, and retain the information for later



Passive listening - In gathering data mindset, not necessarily distracted, but not really fully engaged and processing – in the moment - what is being said



Wide-Open Listening
can be used in both
qualitative (in-person
and on-line) and
quantitative studies

**Begin with
getting them in
the right mindset
to share their
worldview**



What Are You Thinking? A Story Can Transport



**In-person – co-branded store
credit card loyalty program**

**Show that you are
interested in them
as a person**

Web-cam – Doctor Interviews





Start your quantitative with an open end

**On-line quantitative
survey for on-counter
electrical appliances**

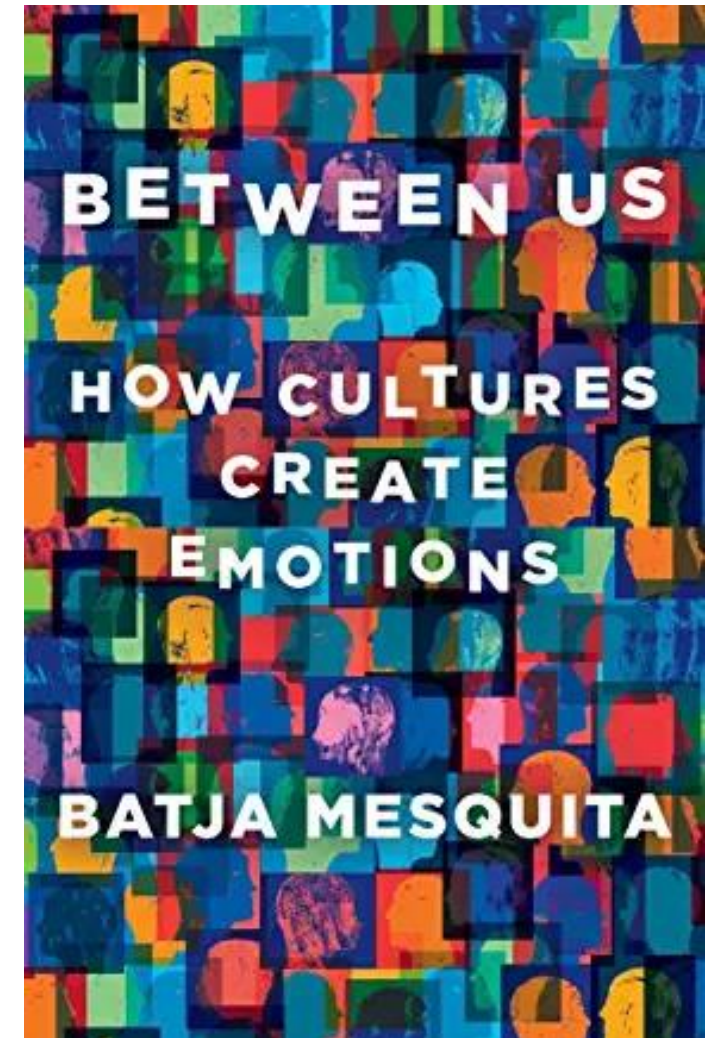
Empathetic Approach Can Impede *Wide-Open Listening*

- Empathy = The ability to share and understand the feelings of others
- But shouldn't be used in every situation
- If discussion is about something emotionally upsetting that the person has experienced, an empathetic approach can create a negative environment for the person, e.g., PTSD



Reframing Empathy

- **Two Emotional Models:**
 - **MINE** - and focuses on how a person personally feels
 - **OURS** - focuses on what is happening in the relationships with people around them
- **MINE**– Mental, Inside the person and Essentialist – common to WEIRD (Western, Educated, Industrial, Rich, Democratic)
- **OURS**– Outside the person, Relational, and Situational common in non-WEIRD cultures



Context Matters

When do you wash your hair?





In the Rush to Gather Data

We already know that, so don't need to 'waste' time for this research study

Context is not Static





Backstories Enable Wide Open Listening

Allow the people we want to hear from to
frame the narrative and
decide the **context**

3 Stages of Research



Conceptual



Executional



Analytical



*Contextual Intelligence**

is the flashlight that shines the light on the needed perspective to see the entire context of the business challenge



* Developed by Susan Fader



Contextual Intelligence Has 3 Components



What: Start with Accurate Context

Why are You doing the Research?

Are You Addressing the Real
Issue(s)?

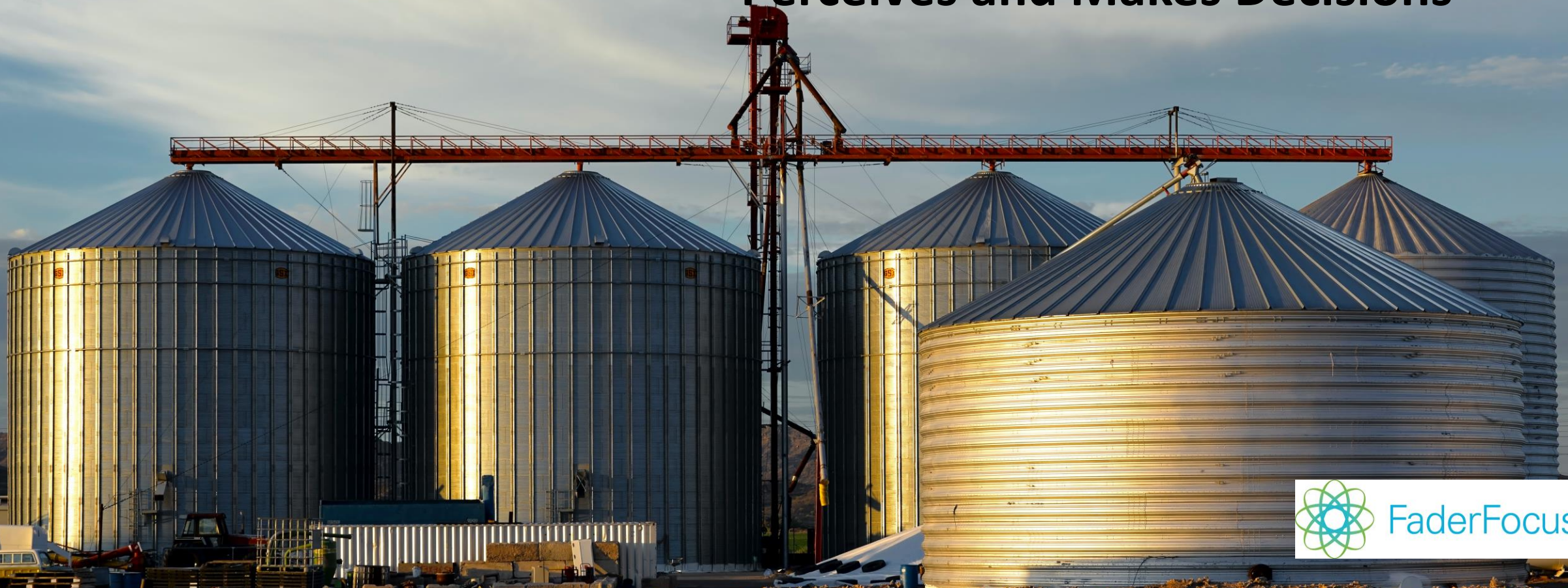
Is Your Methodology Constraining
Your Ability to Uncover?

Who: Does it Include Self Perception?



**Companies Generally Create
Segments/Groupings to
Match Their Business Silos...**

**...But These Parameters May Not
Match How a Person Self-
Perceives and Makes Decisions**



Cognitive Demographics Recognizes a Personal Value Hierarchy*

Share similar list of values/but how we prioritize them determines how we see the world and make decisions

*Developed by Susan Fader



Société Belge des Balances & Bascules
RUE DE L'INTENDANT, 43 - BRUXELLES

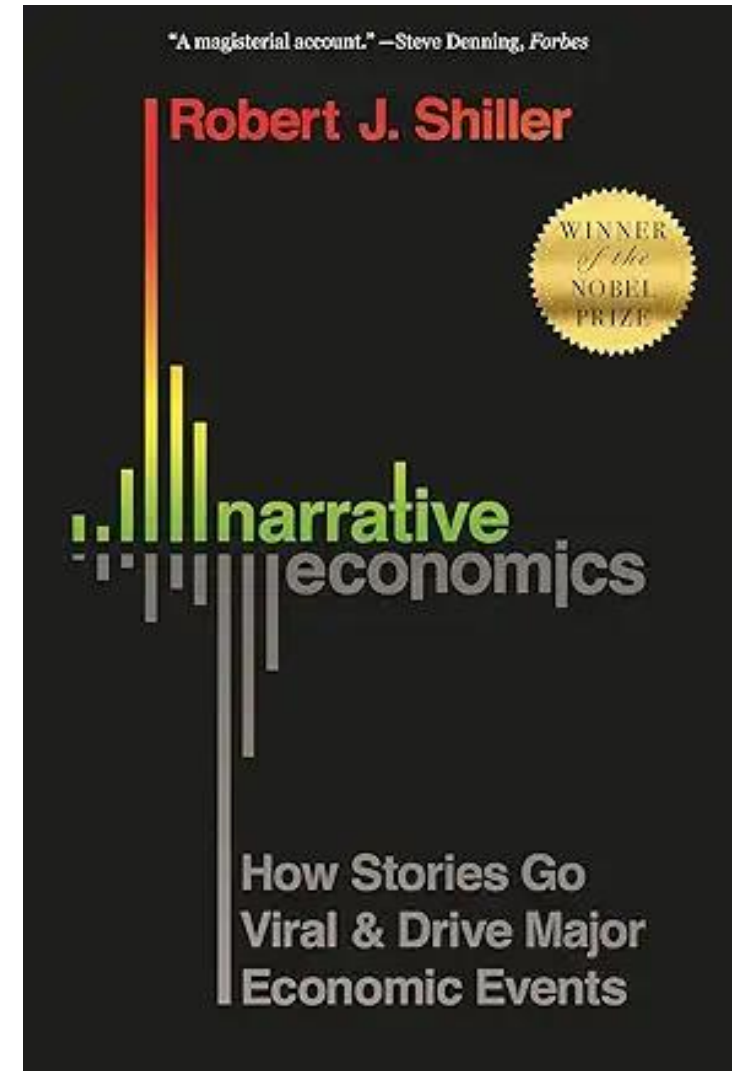
Where (to start)?



You need to Listen

**...Narrative Economics
can help provide
context**

**...it's about storytelling
as an input, not as a
deliverable**





A story may be a song, joke, theory, explanation, or plan that has emotional resonance and that can easily be conveyed in casual conversation.

Narrative is a story or representation used to give an explanatory or justification account of a society, period, etc.

***- Robert J. Shiller
2013 Nobel Prize Winner in Economics
Father of Narrative Economics***

My Take:

Narrative Economics puts a different spin on how Behavioral Economics should be viewed and the role stories play in research methodologies

Behavioral Economics

should be viewed as

an Outsider's

(the market researcher's)

perspective/judgement call on

whether the person being studied is making a rational choice or decision

External Perspective

Narrative Economics

should be viewed

as the Insider's

(the person who is being studied)

perspective of why the choice or decision may be rational to that person

Internal Perspective

Wide-Open Listening



Susan Fader ✨

Award-winning Qualitative Researcher 🎯 Speaker
🎬 French Film Actress 🎙️ Narrative Economics A...



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THE QUIRK'S EVENT

