

# Both Sides Now

## **The Importance of Having Supplier and Client Side Perspectives**

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“ I looked at clouds from  
**Both Sides Now**”



“ But it won't be long, I see  
**Both Sides Now** ”

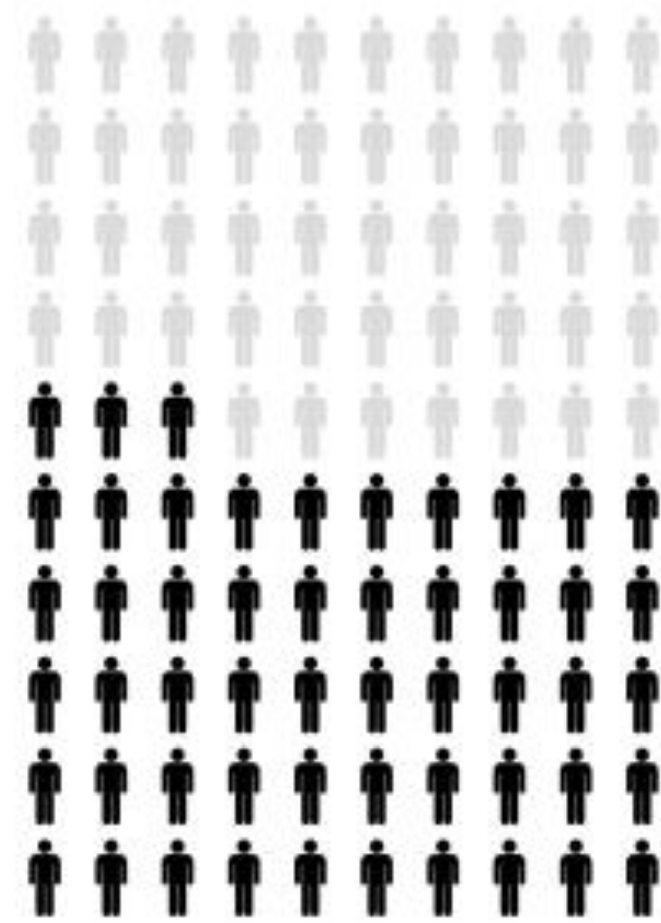








# % Completely/Very Satisfied with Suppliers



53%



“

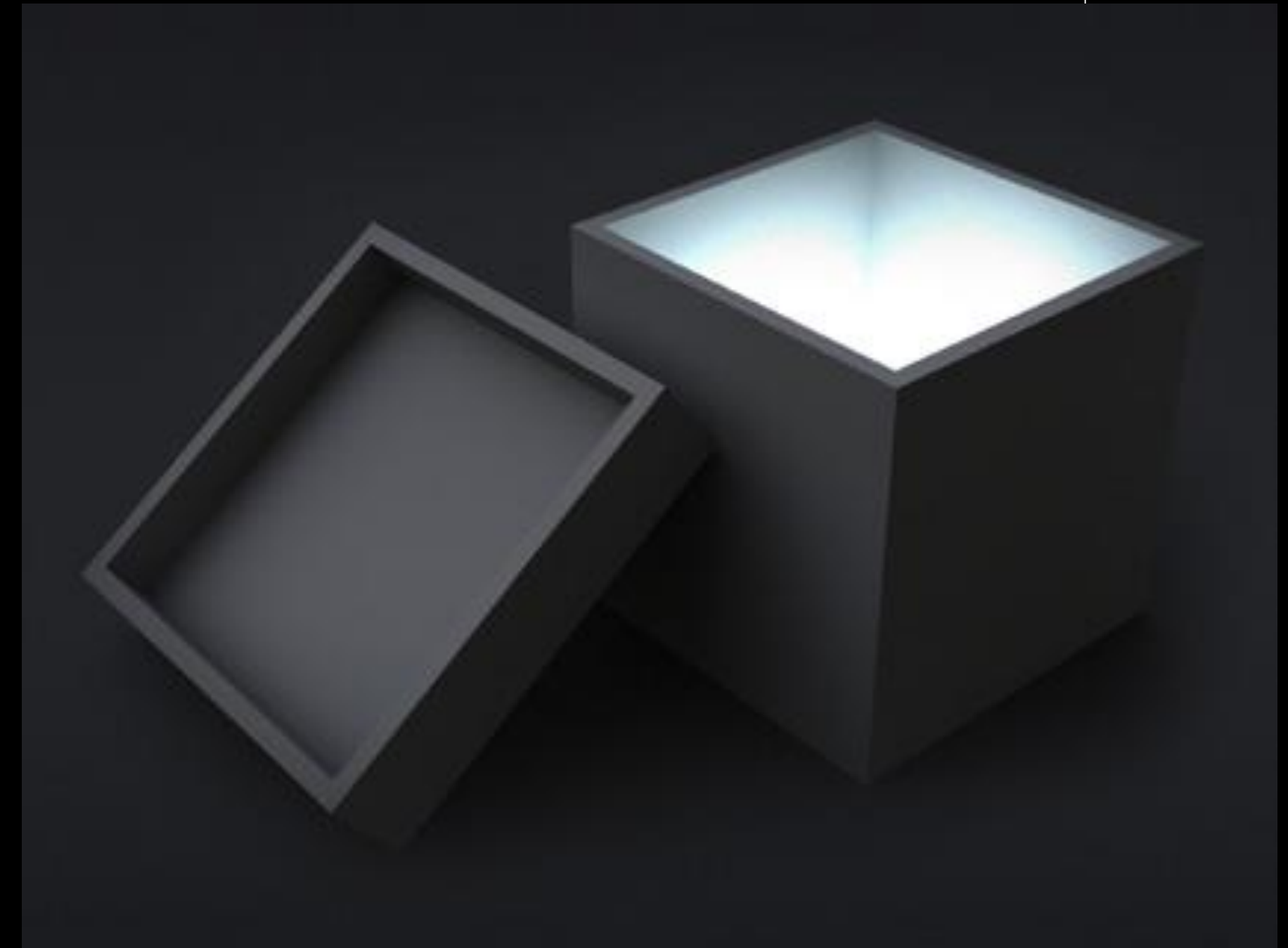
We continue to see a **significant gap** between supplier aspirations and buying behavior. Buyers seem to be more focused on things that generate **actionable insights**, while suppliers are more focused on creating the “**data supply chain**” that powers insight generation.



Let's bridge  
the gap in  
perspectives



# Open the Black Box





Starts with Empathy

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# Six Opportunity Areas

1. Proposals
2. Objectives
3. Insights
4. Feedback
5. Agile, Dashboards, AI, Oh My
6. Communications

# Three Views

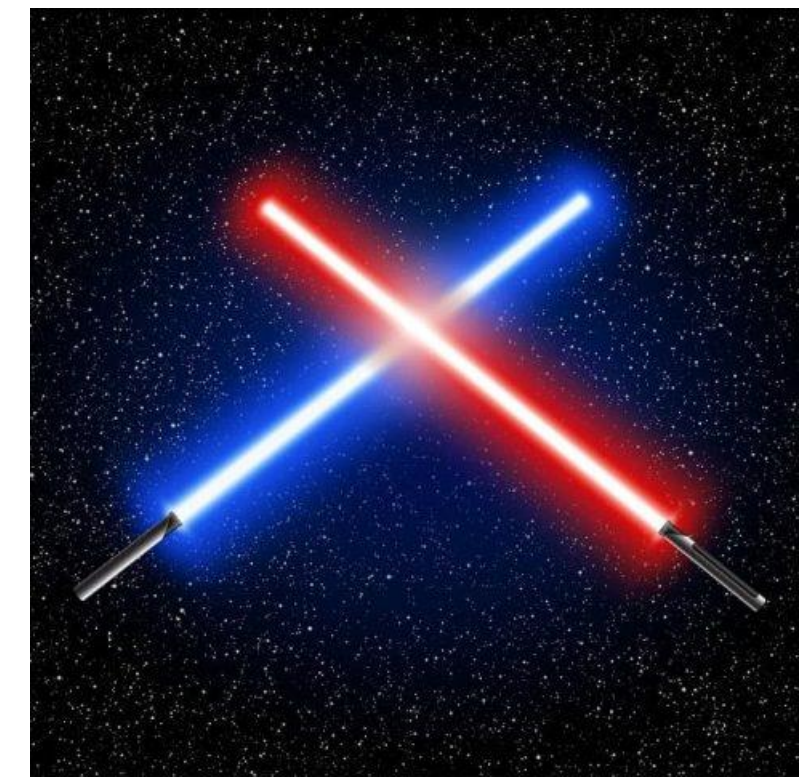
Supplier  
Perspective



Client  
Perspective



Tenets of Success  
to Balance the  
Force



#1

# Proposals

Oh Yeah!



# Phew!





# Tenets of Success for **Proposals**

## **Suppliers**

Demonstrate interest

Personalize approach

Link to business issues

## **Clients**

Talk

Coach, Guide

Follow Up



#2

# Objectives

# Let's Go!



# Hmmmm!



# Tenets of Success for Objectives

## Suppliers

Document mutual agreement

Align expectations

## Clients

Bring in stakeholders

Talk through end goals

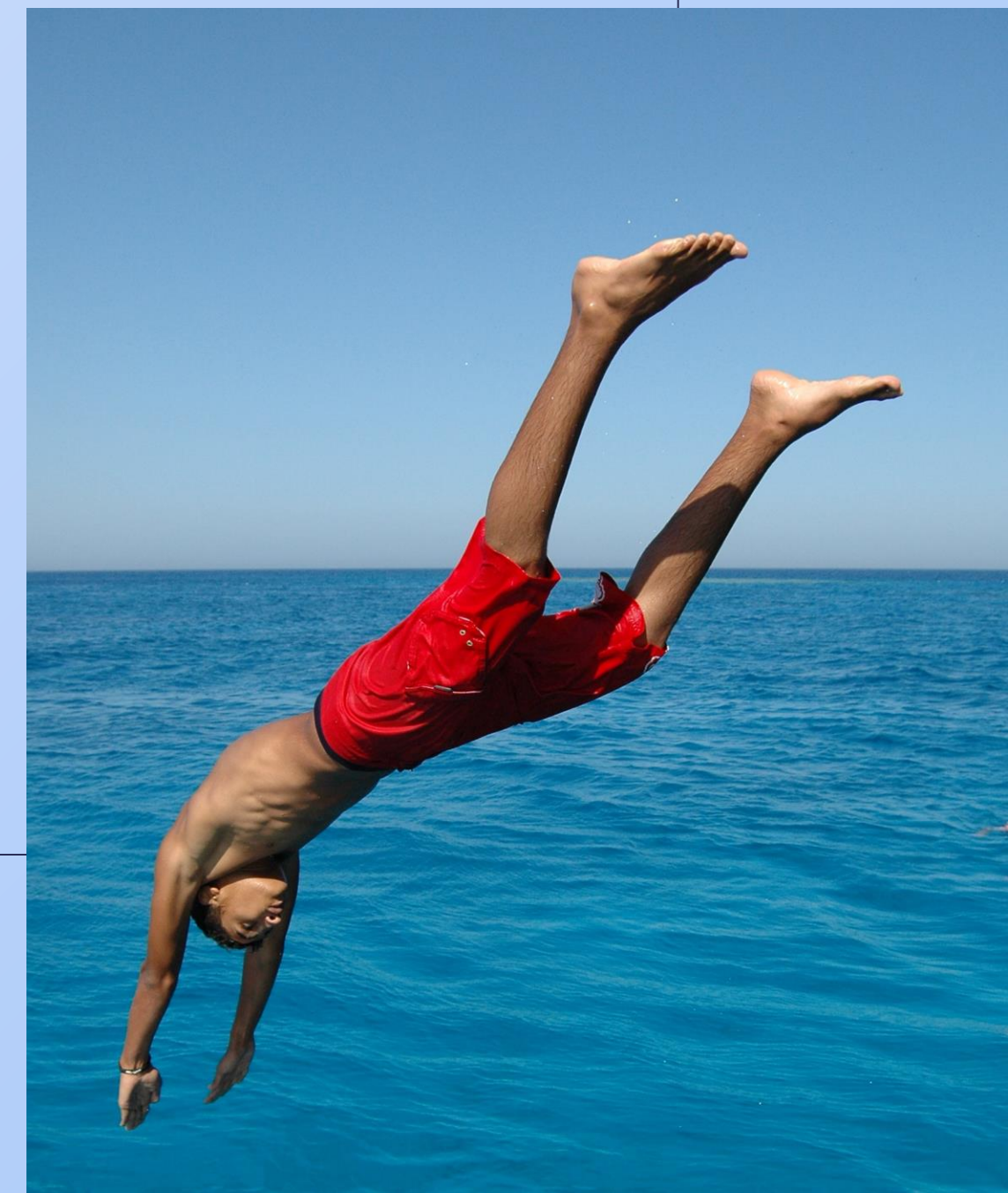
Show research map



#3

# Insights

# Dive In!



# Wait a Sec.





# Tenets of Success for **Insights**

## Suppliers

Multiple check ins

Digestible format

Appendix

Video

## Clients

Cocreate the deliverable

Provide the why

Clarify the takeaways

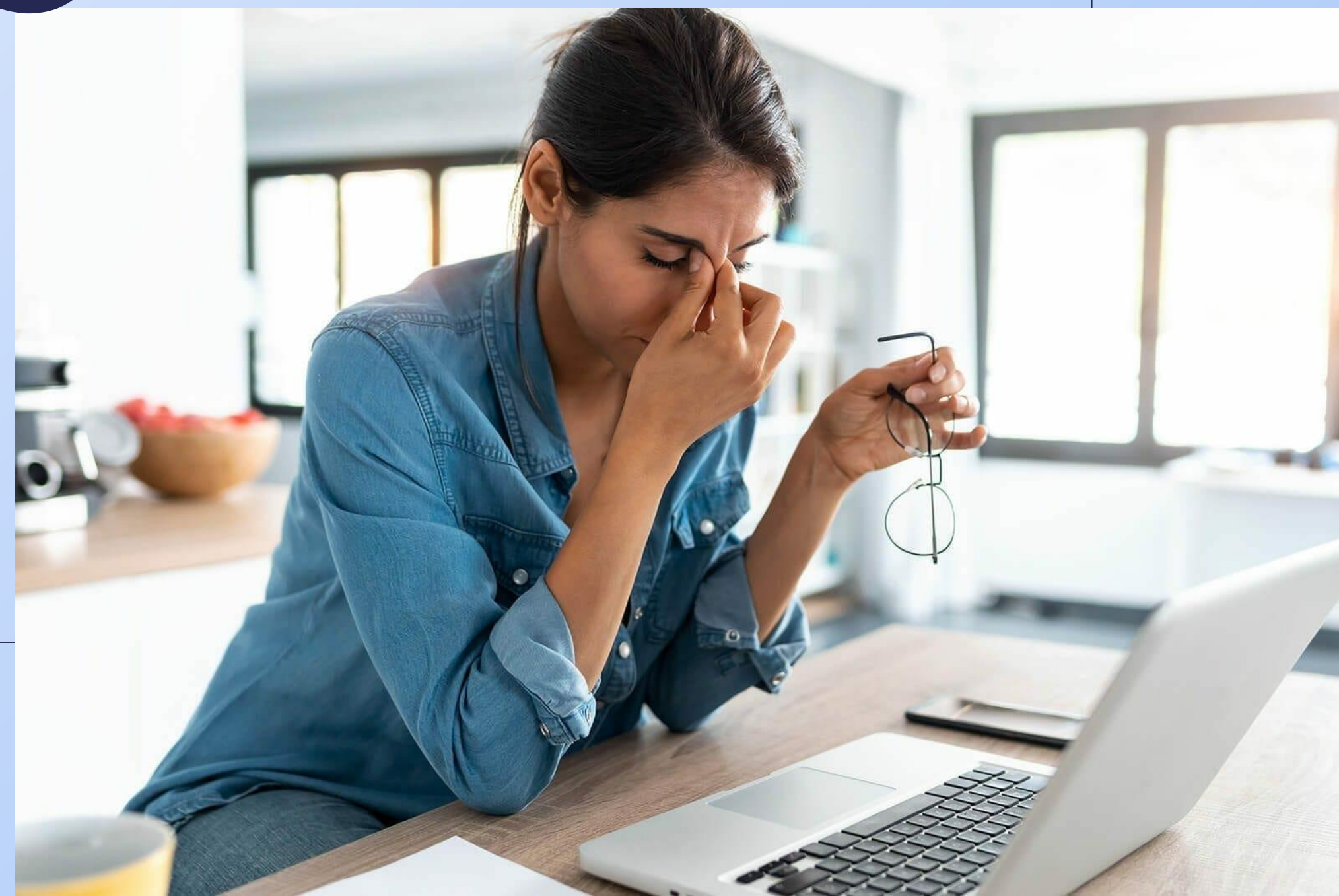
Discuss stakeholder  
learning styles



#4

Feedback

# Oh Boy!



# It's OK!



# Tenets of Success for **Feedback**

## **Suppliers**

Ask questions early and often (this would be great if...)

Share drafts early

Set expectations

## **Clients**

Discuss and debate

Collaborate

Be human

Respect workload



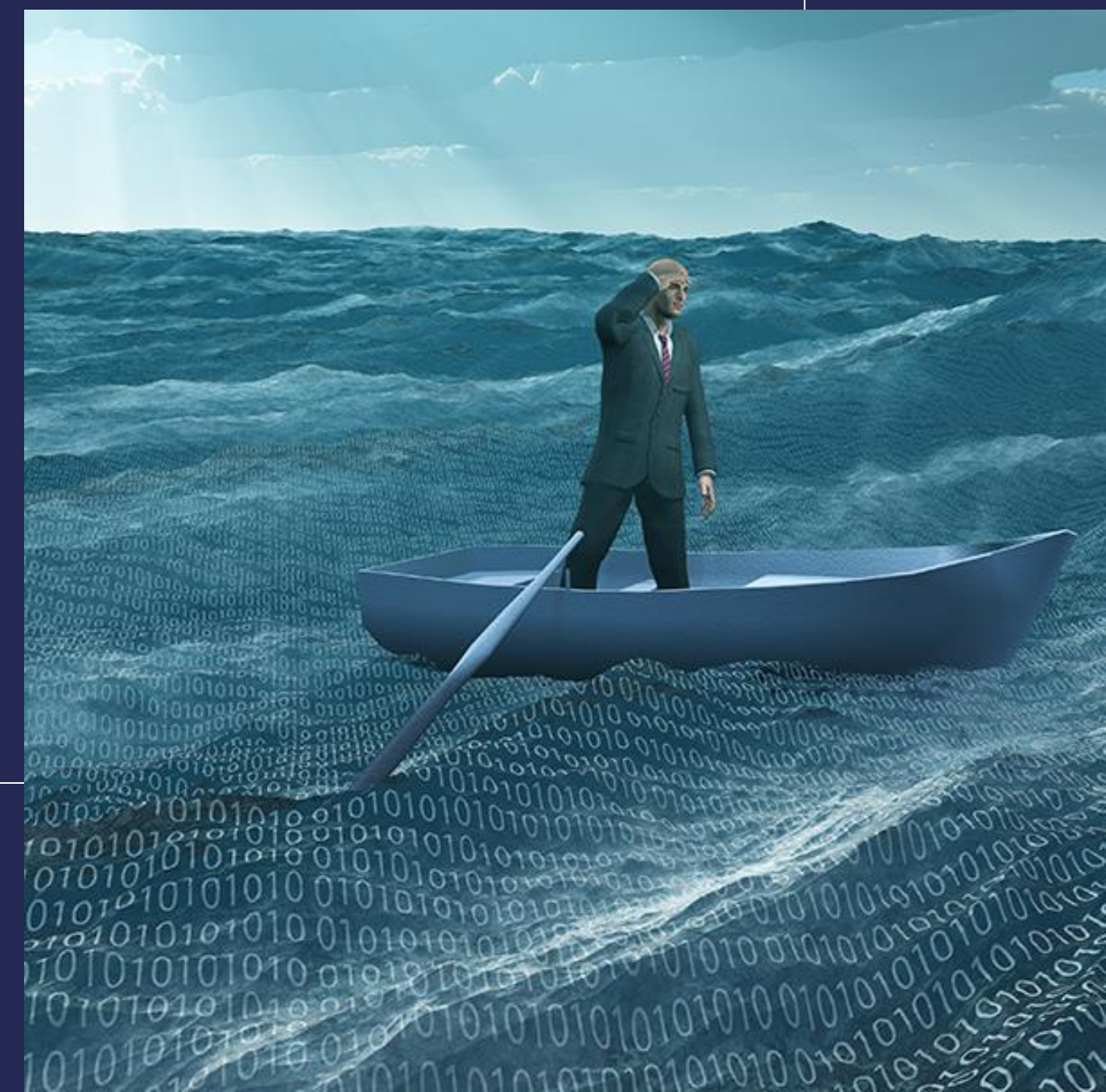
#5

Agile,  
Dashboards,  
AI, Oh My

...is Better!



# Not Another!





# Tenets of Success for **Agile, Dashboards, AI, Oh My**

## **Suppliers**

Personal reach outs

POC/Trial subscription

Onboarding with hybrid

API

Flexible terms

## **Clients**

Clarity on business decisions

Clarity on internal process

Internal champions

Business case



#6

# Communications

# Let's Talk!



# What, When?



# Tenets of Success for **Communications**

## **Suppliers**

Rules of engagement

Transparency on  
internal decisions

## **Clients**

Clarity on internal issues

Clarity on the decision  
makers

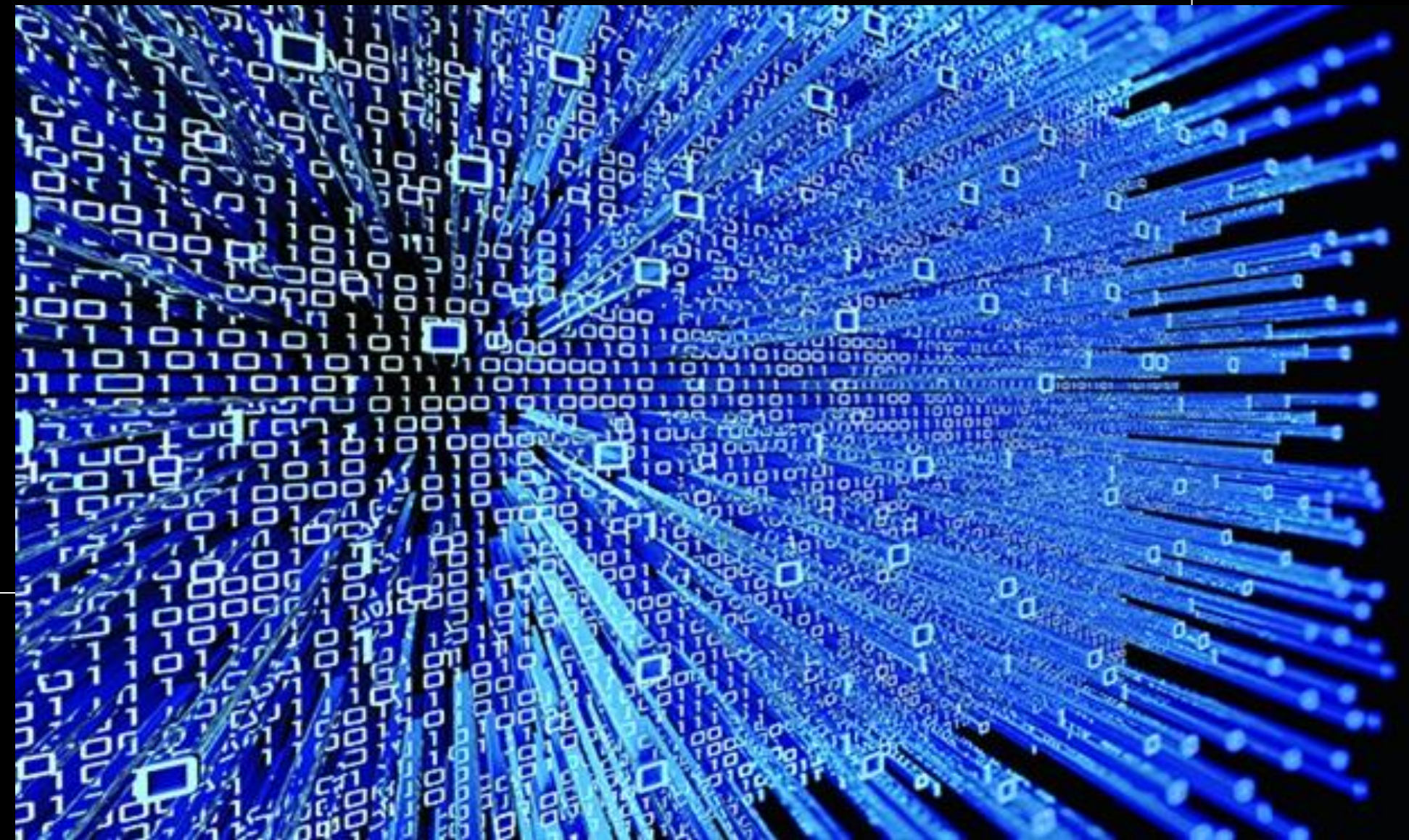


As an Insights Industry  
**Let's Do Better**

Let's Work Together and  
**Have Better  
Relationships**

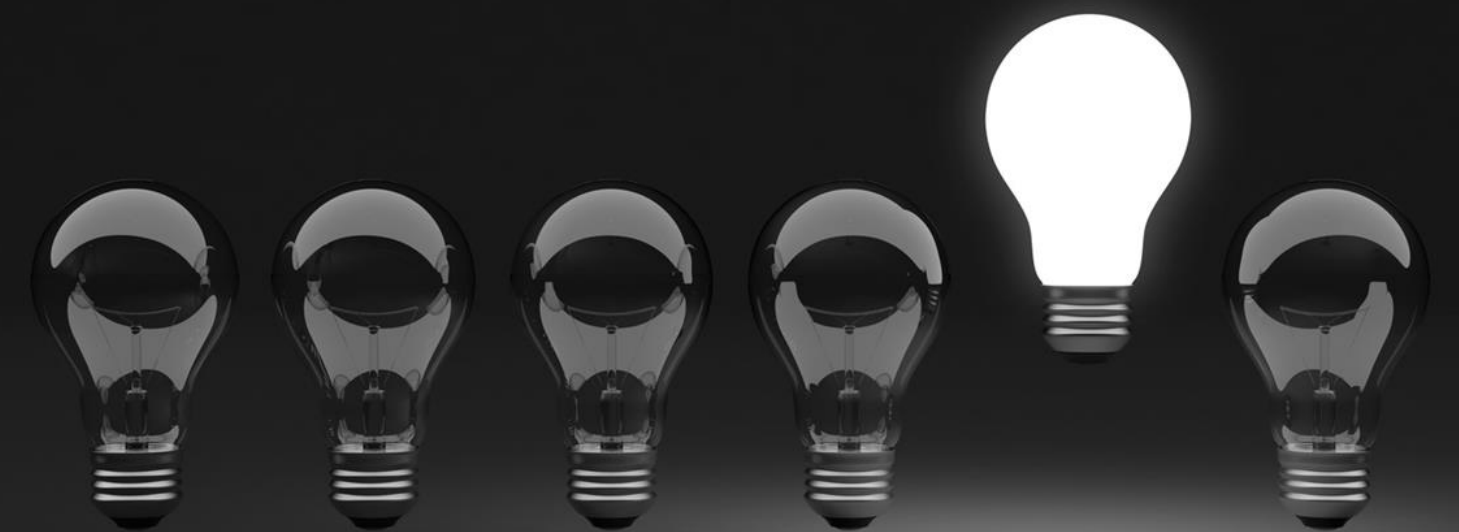


# Let's Evolve From Data





# Let's Elevate Above Insights



# Let's Co-Create Guidance



Together we can get  
there and here's how

**In their own  
words**



**Thank you!!**