



Cultivating Collaborative Partnerships to Deliver Insights that Drive Results

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11.2.2021

Agenda

- The gist
- Boosting internal partnerships
- Elevating external partners
- Open forum

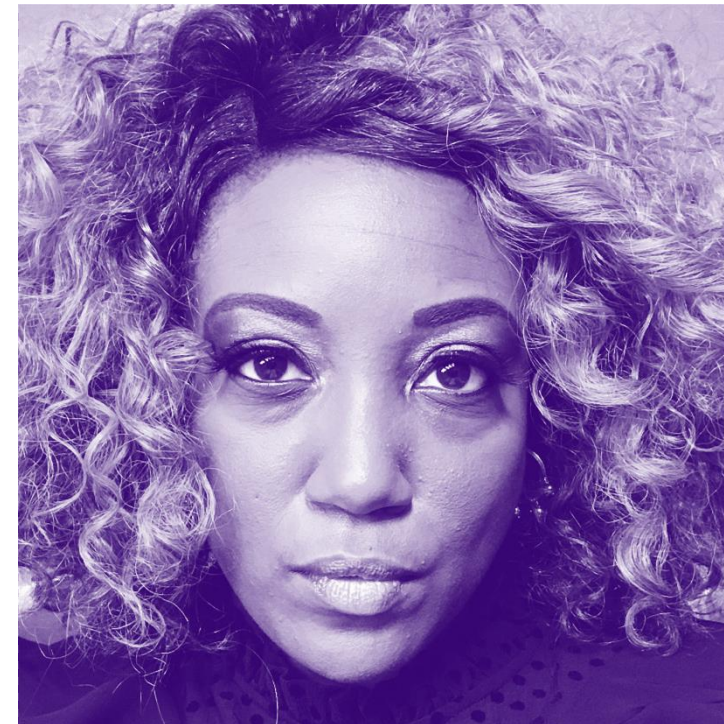


Even the sharpest blade can't cut its own handle. (proverb)

my profile

My **organically inspired** life can be summed up as kind of a **“tale of two cities.”**

FedEx and my passion for marketing research are the constants.



JAMILA WATSON

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GLOBAL CUSTOMER INSIGHTS



CINCINNATI

1998 - 2005
2011 - PRESENT



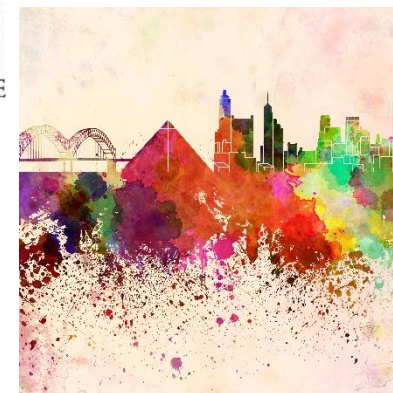
northlich

Burke & Seed Strategy

FedEx
2018 - PRESENT



FedEx
2007 - 2011



MEMPHIS

BIRTH - 1998
2005 - 2011



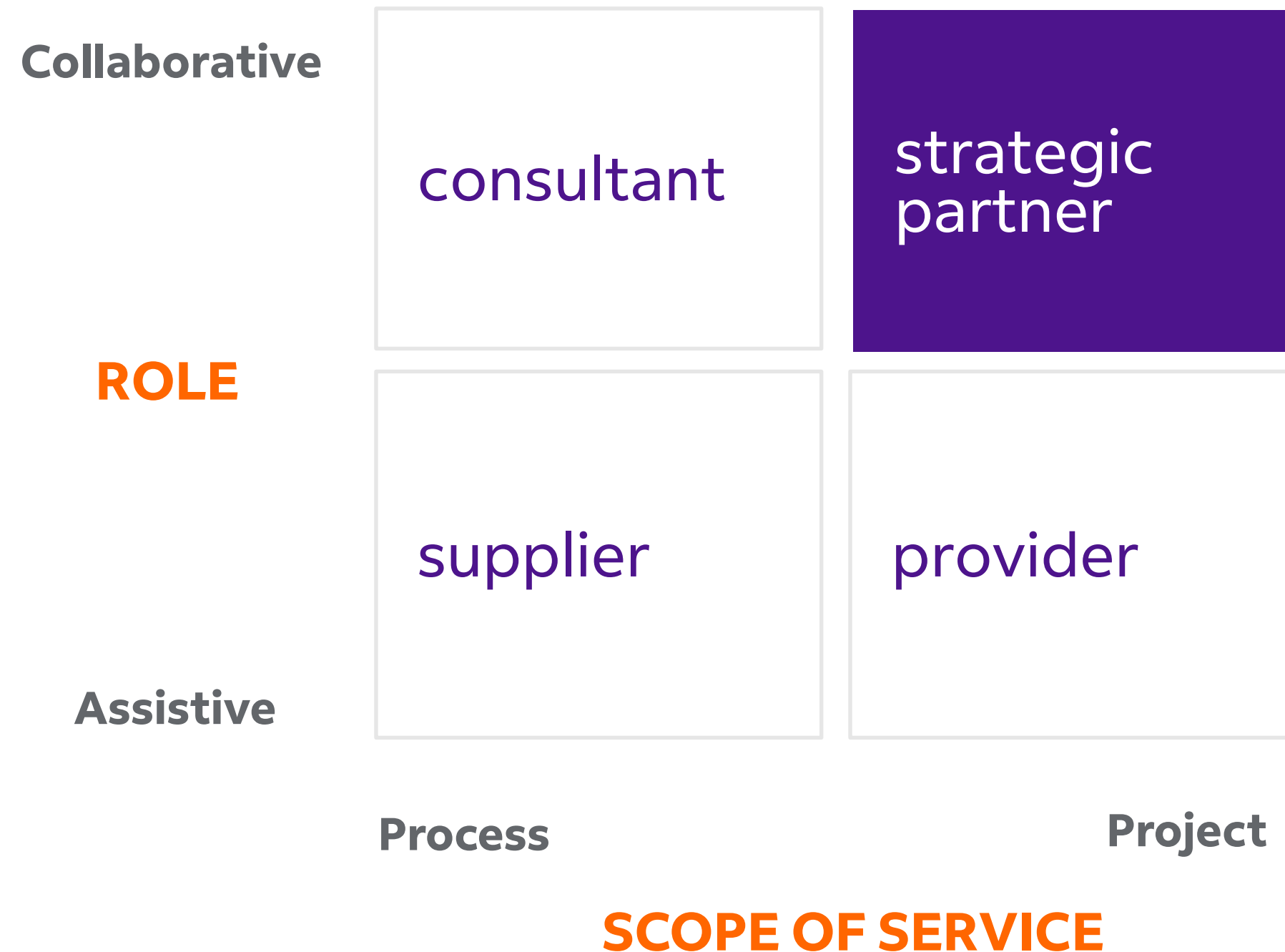
Power of one

Force of many



Wisdom of
the team

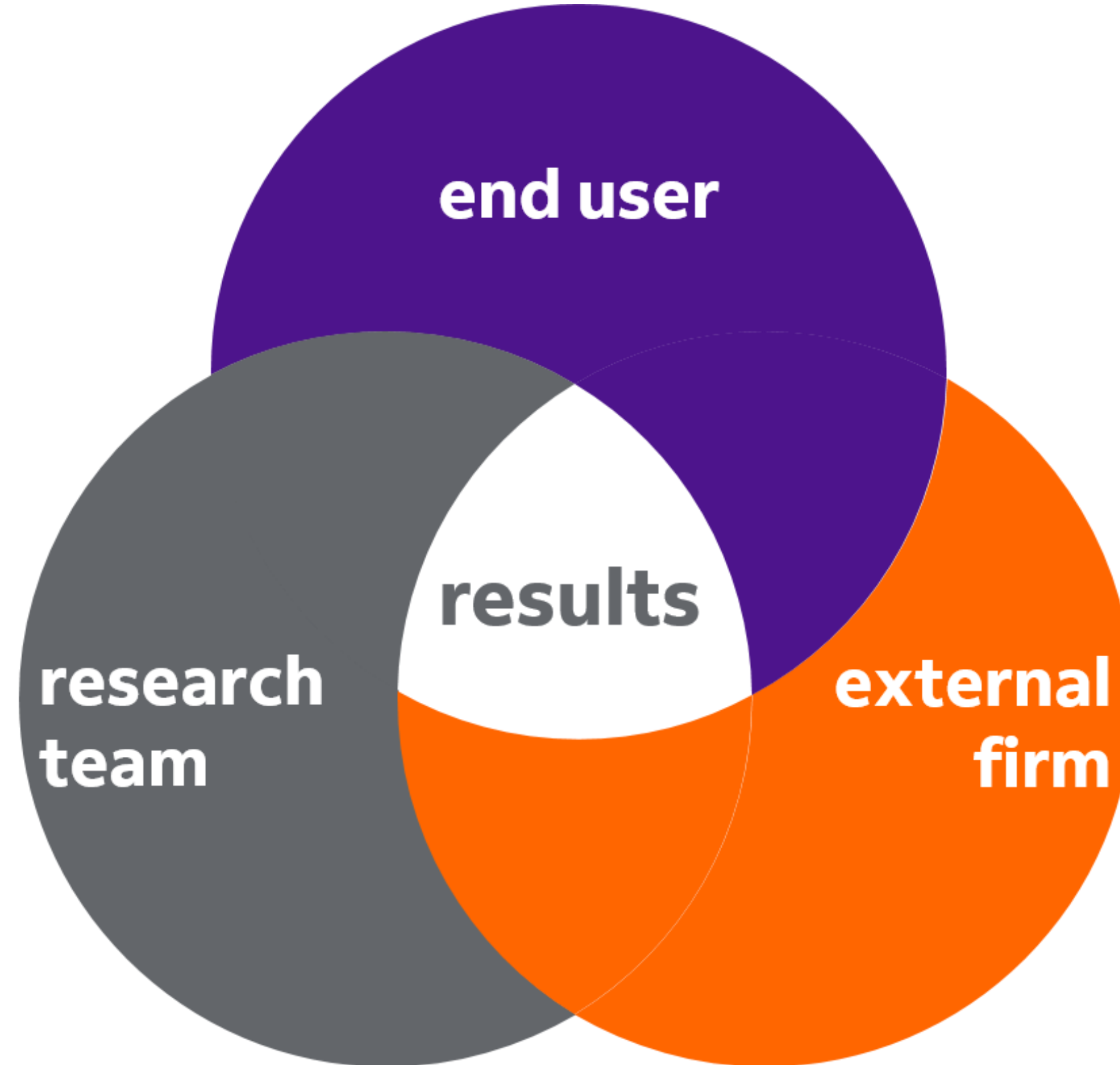




Elevate the relationship

In our universe, the types of relationships we establish can be the difference between good research and phenomenal, actionable insights!

Source: Aarni Heiskanen



Drive real decisions

How well we collaborate internally and externally on research initiatives impacts the actionability of the data and insights.

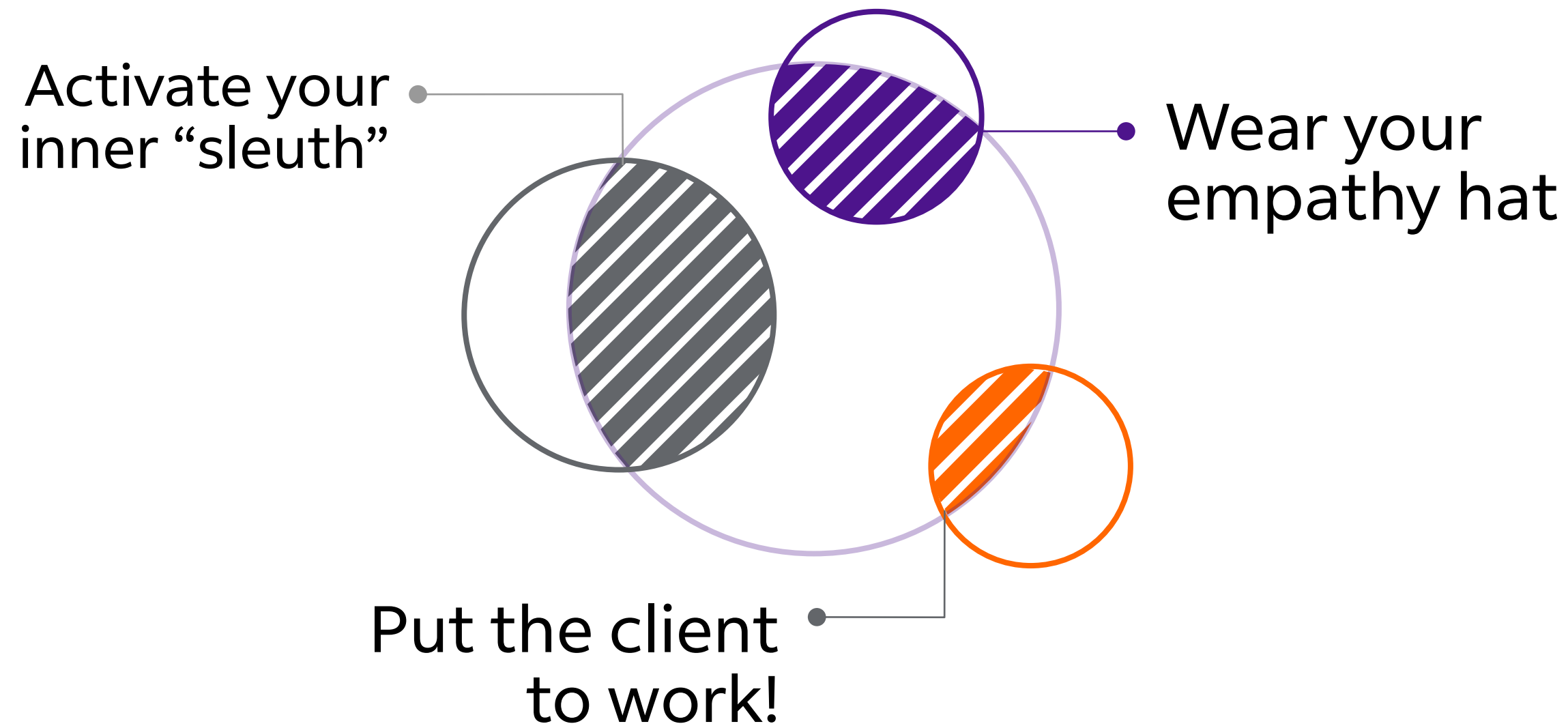


Business is a cobweb of human relationships.
(Ross Perot)

Boosting internal partnerships



Boosting internal partnerships



Research is a formalized curiosity. It is poking and prying with a purpose.

(Zora Neale Hurston)

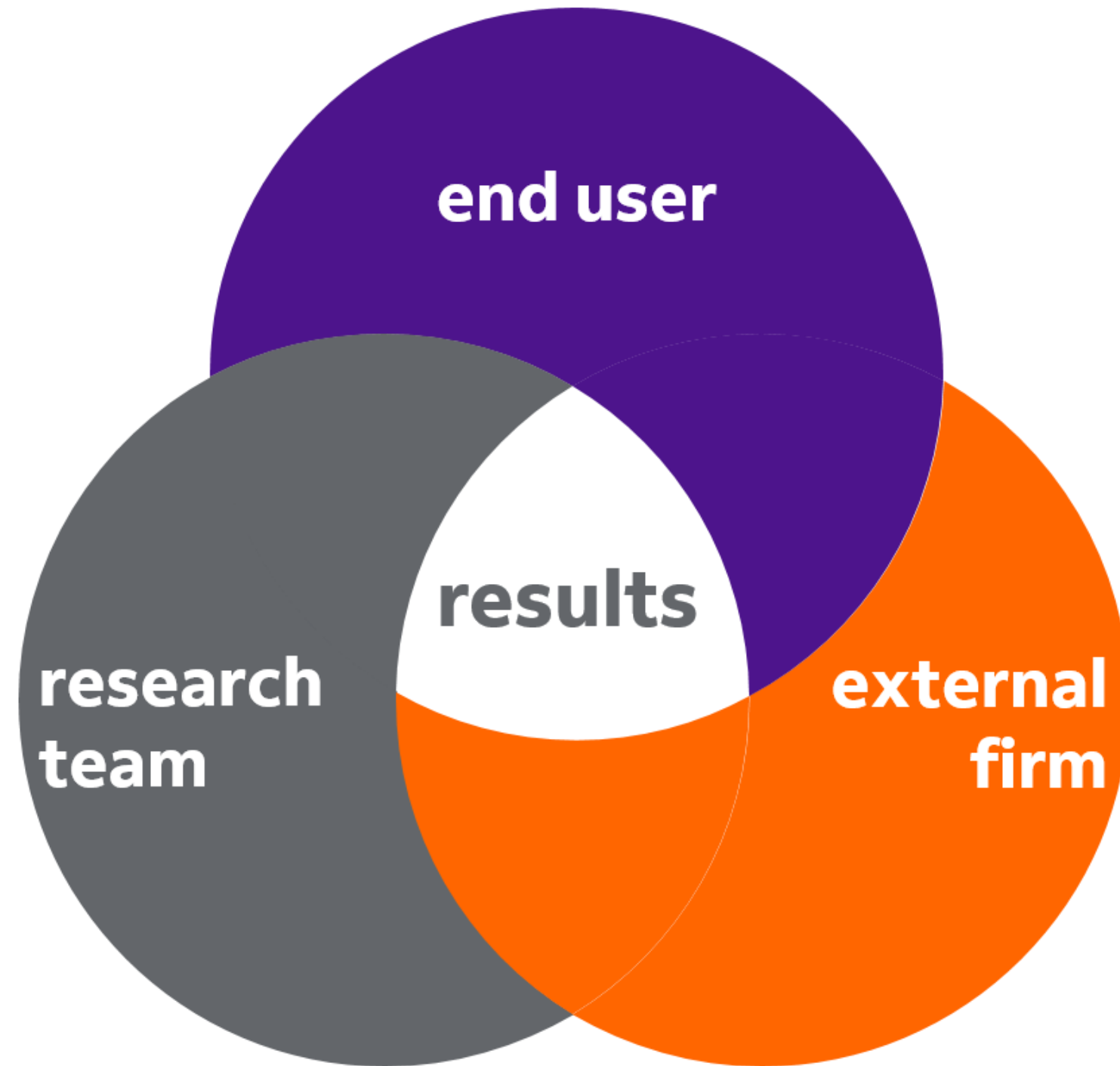
Elevating external partners



Elevating external partners



Value is measured in the total upside of the business relationship, not by how much you squeezed out of any one deal. (Mark Cuban)



Elevate relationships beyond the transactional level to deliver insights that drive real decisions and RESULTS!



In the end, all business operations can be reduced to three words: **people**, product and profits. Unless you've got a good team, you can't do much with the other two.

(Lee Iacocca)

Open Forum

Q&A

Your best practices

