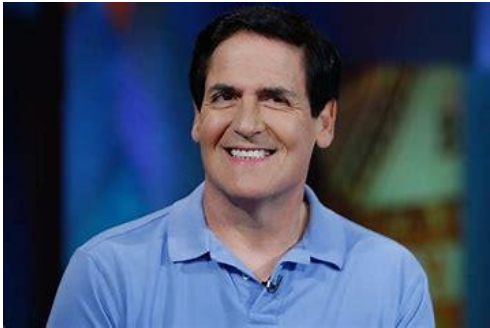


Nonlinear Growth leading to Personal/Corporate Wealth

Advice from Giants



Research Innovation and ROI, Inc.



Insights that Drive Growth!

How can Insights best contribute to rapid growth?



Brett Hagins, Managing Partner, Research Innovation and ROI, Inc.

Methodology/Background

Research Innovation and ROI, Inc. is a value-added impact broker and sample provider with enterprise side leadership and training experience.



Insights Opportunity Council

Research Innovation and ROI, Inc. has studied maximizing the financial impact of insights since 2009

Studies of CXOs and Senior Execs that oversee insights

How can the Insights contribute to growth?

What differentiates fast growing companies?



TURNING SENIOR LEADERS INTO INSIGHTS ADVOCATES

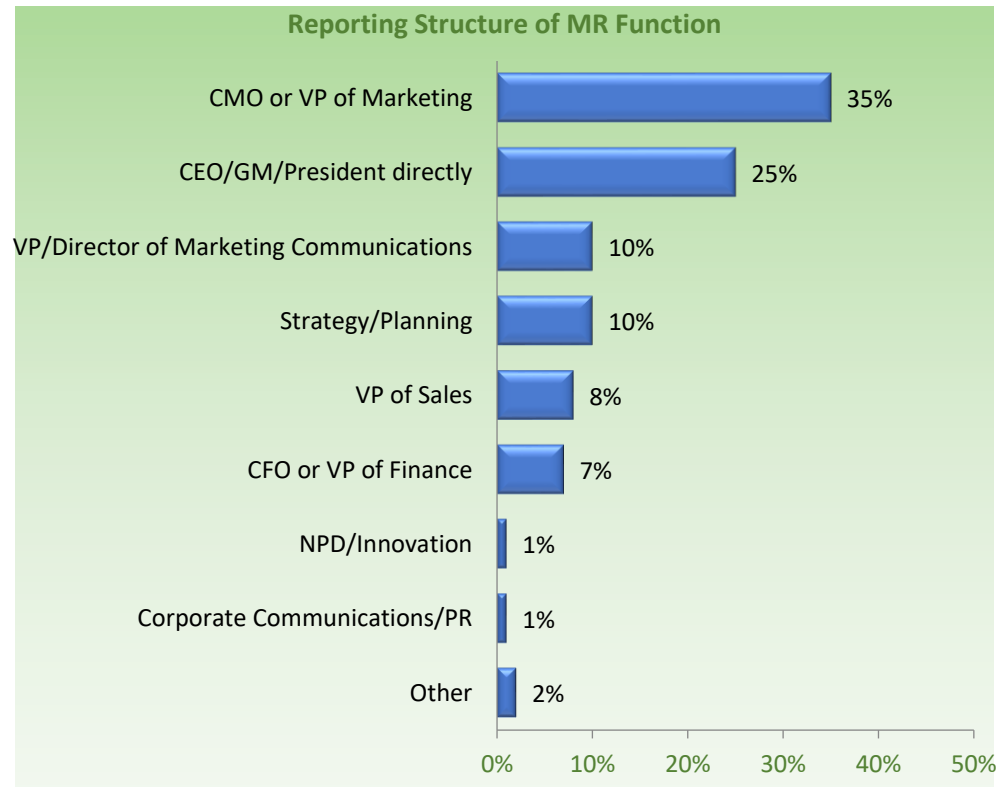
Research Innovation and ROI, Inc. executed a second study of:

- CXO'S
- Executive VP, Senior VP, VP of Marketing
- Vice President of other functional areas

Must have commissioned, influenced, or authorized a market research project to an internal research department at least once in the last 12 months; about 55% of respondents were involved in 3 or more projects

About 2/3 of respondents work in companies with revenue of one billion or greater

1 in 4 report to the CEO, GM or President.



Base: Those who said Market Research or Insights was commissioned, authorized or influenced projects in last 12 months (n=376)
D1. Which of the following best describes the reporting structure for your market research function?

Chris Wardlaw and Greg Timpany

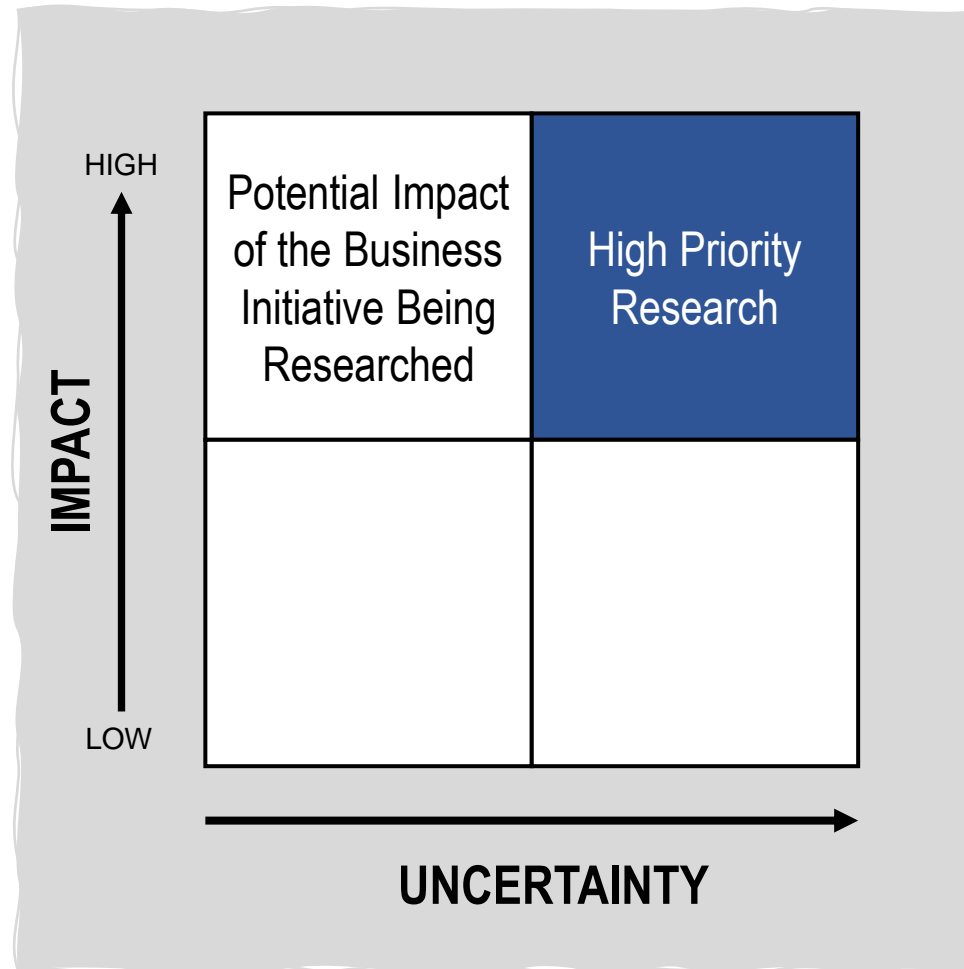


“Standing ovations have become far too commonplace. What we need are ovations where the audience members all punch and kick one another”- George Carlin

Aligning for Growth: Prioritizing High Impact Decisions



“I don’t want yes-men around me. I want everyone to tell the truth. Even if it costs them their jobs.” Samuel Goldwyn



Example: Ongoing Research to surface potential high value acquisitions

Example: Ongoing research to identify new product opportunities early

Insights is often engaged too late.

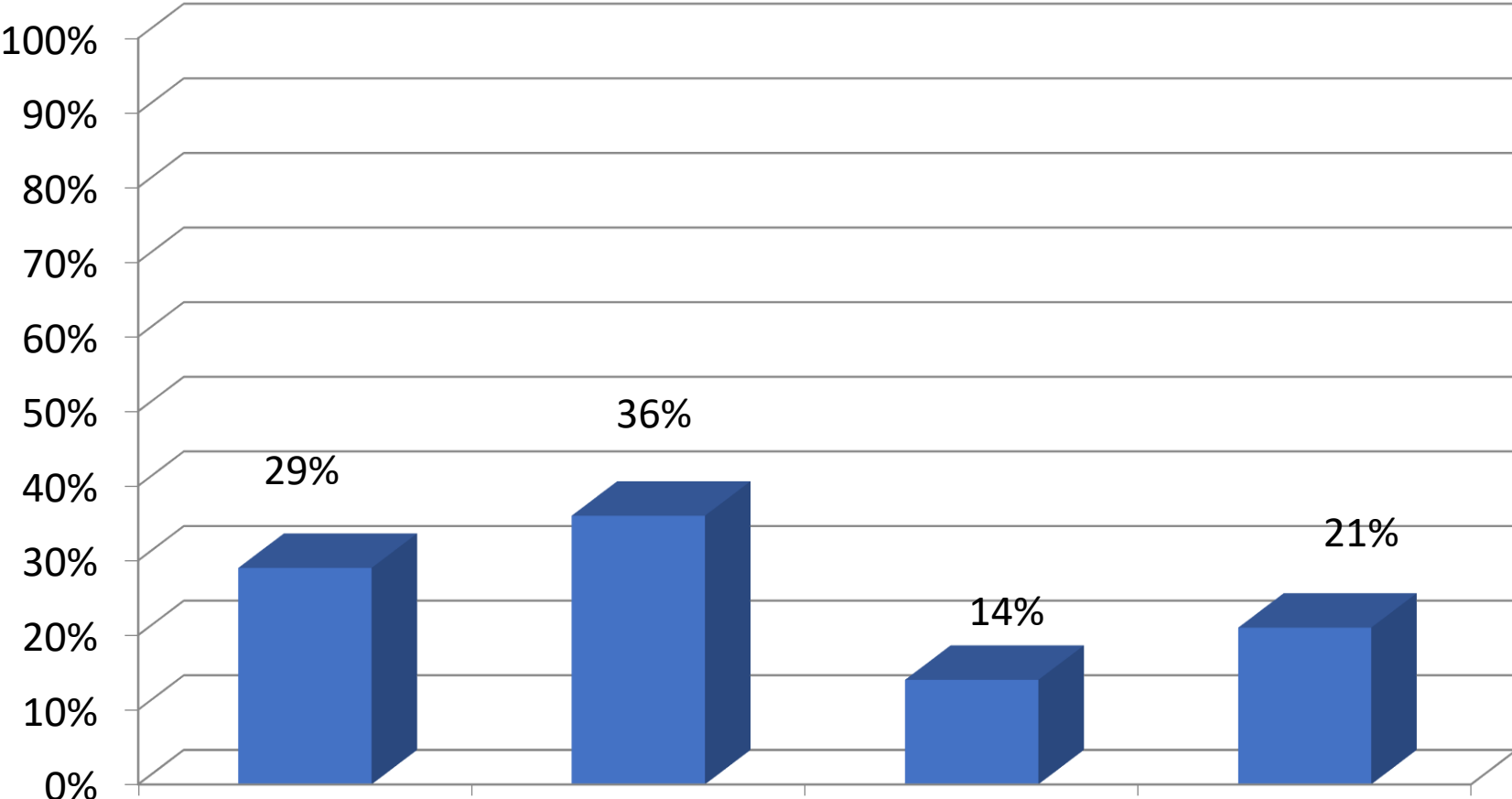
When do you typically engage research....



“I put instant coffee in a microwave oven and almost went back in time.” Steven Wright

*Base: Those who said Market Research or Insights was commissioned, authorized or influenced projects in last 12 months and are CXO, VP+ Marketing or VP+ Other (n=376)
Q9. Now think about when you typically engage the research department for support. Which of the following scenarios best describes when you normally decide to involve market research?*

Enterprises struggle most with evaluation and selection.



In which of the following areas in your opinion is your company the *weakest* in the area of new product development? Please select **one**.

Brainstorming Sessions on Growth

Senior Executives are most interested in strategy questions.

Host executive brainstorming sessions

“What are the 5 most important questions that- if answered with research- would substantially impact your ability to grow the business?”

- Eventually found commonality among executives in attendance
- Central question: “What are the drivers of category growth?”

Alignment of performance-based incentives with strategic priorities is critical

- Performance evaluation criteria and bonuses directly tied to executive goals- i.e. “Grow Market Share by 3% in North America”

Growth Drivers: Business Model

Contractual Recurring Income

Disruptive Offers

Insulate from Competition

Crowdsourced Innovation

Undervalued Acquisitions

Inc CEO
Project High
Growth
Companies
versus all
others, Great
CEOs are
Lazy, Jim
Schleckser

Business
Wealth
Without
Risk, Roland
Fraiser and
Jay Abraham

Growth Drivers: Questions

What is the 900-pound gorilla afraid to do for fear of cannibalizing revenue?

Can we charge a lower price but generate a recurring revenue stream forever when bundling in other value-added services?

What can we offer that would break the existing value equation? Can we increase convenience or enable self-service?

How can we crowdsource some area where value to customers increases and it insulates us from competition?

Insights Opportunity Council- Connect with me to join for free!



Insights
Opportunity
Council- join today
for free!

- Send us your complete contact information and we will enter you into an annual drawing to receive all of our deliverables!

(Estimated Value: Over \$15K)!

- Best practices research, mentoring, career and networking, staffing support, training, **free participation** tier
- Please connect with us on LinkedIn.

Brett Hagins

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