

Contextual Intelligence: Guiding Business Success by Reframing Business Challenges and Perception of People



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- Independent Qualitative Researcher and Business Strategist
- Develop 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
- Feet on the ground experience in 30+ countries on 5 continents across wide range and depth of categories and demographics

What's the Plan?

- **Introduce you** to the Contextual Intelligence strategic approach that I developed:
 - **Reframe how you think** about Behavioral Economics and the Role of Storytelling
 - **Rethink** how you categorize people
 - **Reevaluate** the role of and how you integrate empathy
 - **Share examples** of how to integrate these ideas into your research methodologies and address your business challenges

Contextual Intelligence

- I developed it as a tool that acts like the flashlight that shines the light on the needed perspective to see the entire context of the business challenge



Every single data point has a human story.

- Talip Kilic - World Bank Economist

Contextual Intelligence Superpower
Wide Open Listening



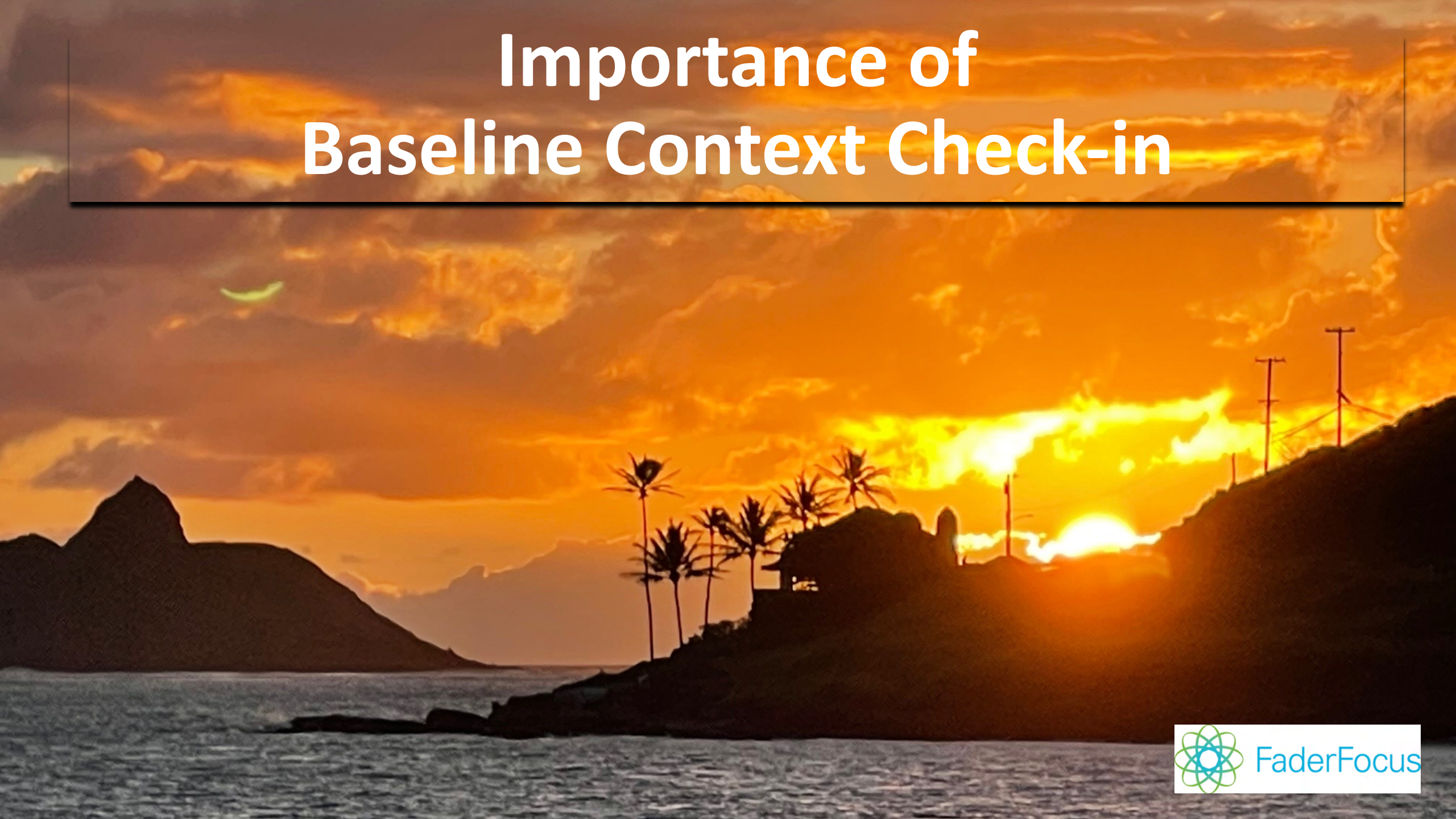
Baseline Assumptions

You have to make them to get started

1 2
100m SPRINT

BUT what if you are beginning from the wrong starting point?

Importance of Baseline Context Check-in



Context is not static





Conceptual



Execution



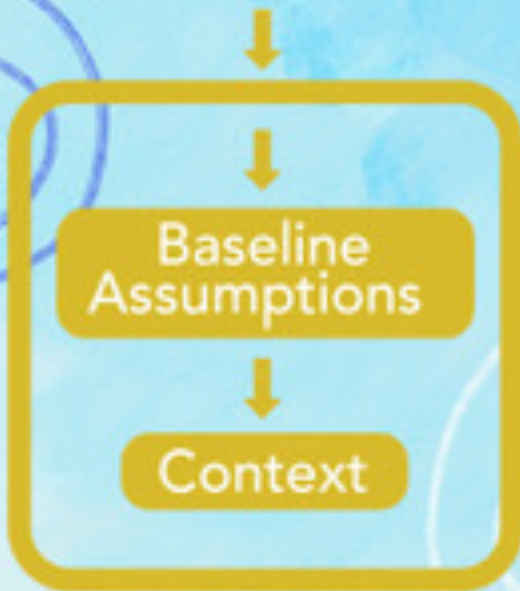
Analytical

Races and Research Have a Lot In Common

3 Stages of Research



Conceptual



Executional



Analytical



***Your assumptions
are your windows on the world.***

***Scrub them off every once in a while,
or light won't come in.***

- Isaac Asimov

Biochemist and one of the 'big three' of science fiction writing

Contextual Intelligence Has 3 Components



What: Start with Accurate Context

Why are You doing the Research?

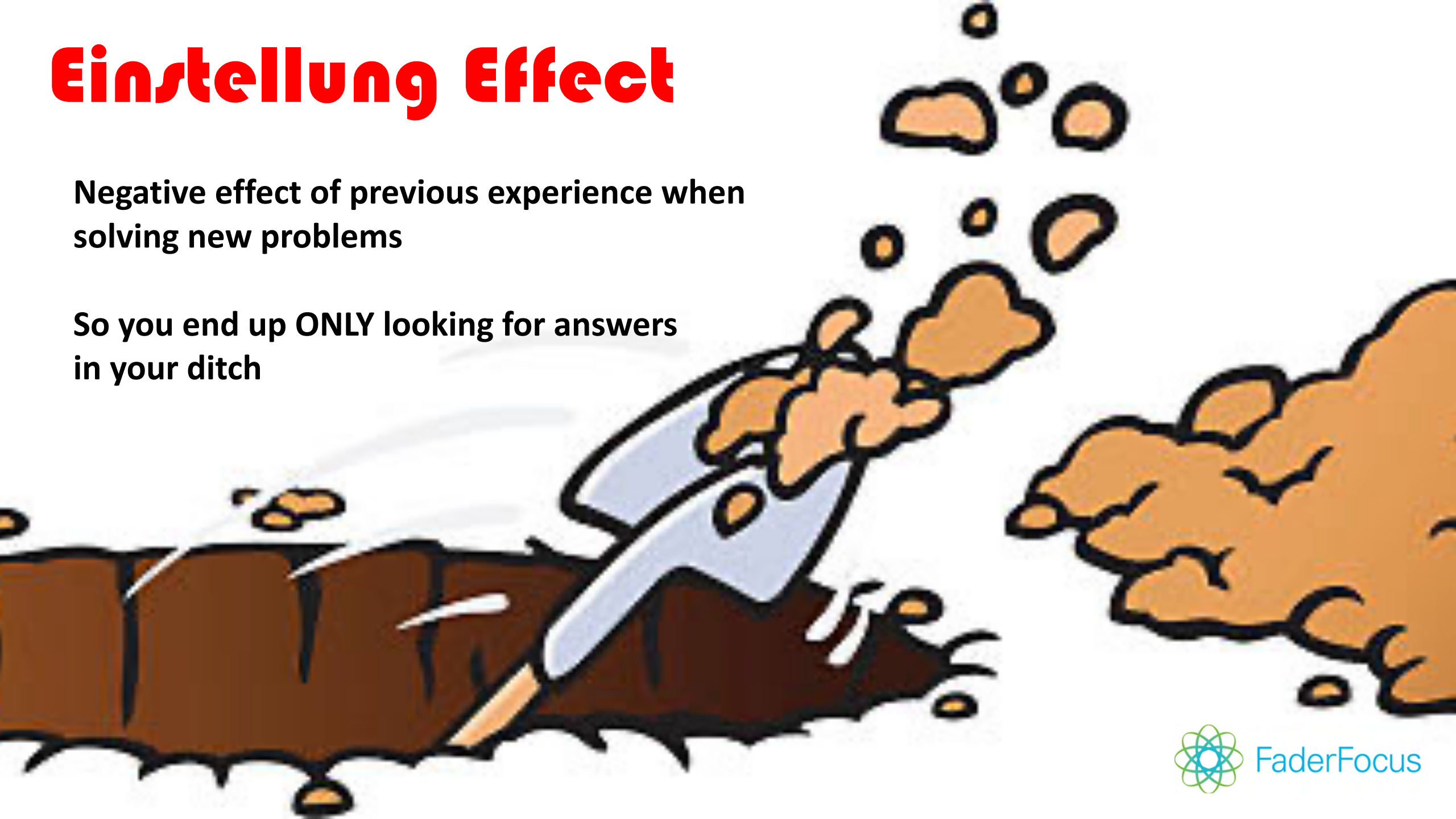
Are You Addressing the Real
Issue(s)?

Is Your Methodology Constraining
Your Ability to Uncover?

Einstellung Effect

Negative effect of previous experience when solving new problems

So you end up **ONLY** looking for answers in your ditch



Use the Outsider Approach



- Experience Does Matter...
but maybe an Outsider will uncover more

CounterIntuitive - Complete Outsider

- **What about a vegan?**
- **What about splitting project between a meat eater and a vegan?**

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**



Attitudinal Questions Need To Be More Than Fluff

I developed a
**Personal Value
Hierarchy**
tool

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



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

Mom Motto

I'll do anything for my kids

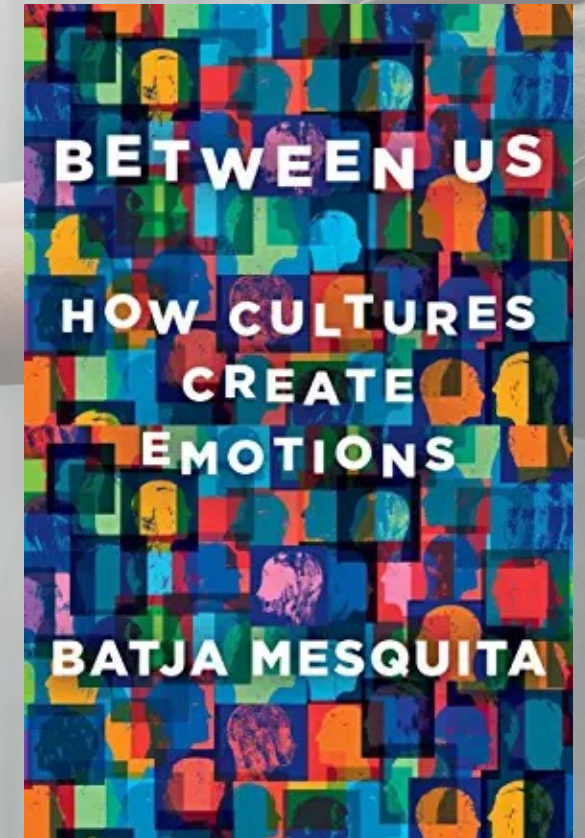
I just go with the flow

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



Where (to start)?



Start in the World They Live In



Narrative Economics Provides The Contextual Framework

A group of people are gathered around a campfire at night in a wooded area. The fire is bright and warm, illuminating the scene. The people are wearing warm clothing, and some are wearing hoodies. The background shows tall trees and a dark sky. The overall atmosphere is cozy and communal.

Narrative Economics is about
using stories as INPUT not output

You need to listen...

Narrative Economics provides the needed context

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

Give Up Control



How many of you have heard?

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

Backstories Provide Context

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



Prework should be a *Self-Diagnostic Ethnography* Tool



In session
storytelling
can be hard,
so...
you got to help
them

Most people have little or nothing to say if you ask them to explain their objectives or philosophy of life, but they brighten at the opportunity to tell personal stories, which then reveal their values. – Robert J. Shiller



3 Distinctly Different Descriptive Words or Phrases

That capture how you Feel
and Think about...

What Are You Thinking? A Story Can Transport



Incorporate *Contextual Intelligence*



- Baseline Assumption Check-In
- Context Matters
- Wide Opening Listening
- Cognitive Demographics/Personal Value Hierarchy
- Einstellung Effect
- Narrative Economics
- Let People Lead the Conversation and share their contextual world view

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