

Making life's
moments
**a little
sweeter.**



**FIVE STRATEGIES
TO MAXIMIZE
YOUR RESEARCH
RESOURCES IN AN
AGE OF
SHRINKING
BUDGETS**

Mary Ann McNulty | April 2022

The A, B, C's...



Align

*Learning plans with
AOP and LRP*



Balance

*The need/value
assessment and
sanity assessment*



Cut

*Use your objectivity,
pragmatism and
scenario playing*

The A, B, C's...



The A, B, C's... and three R's

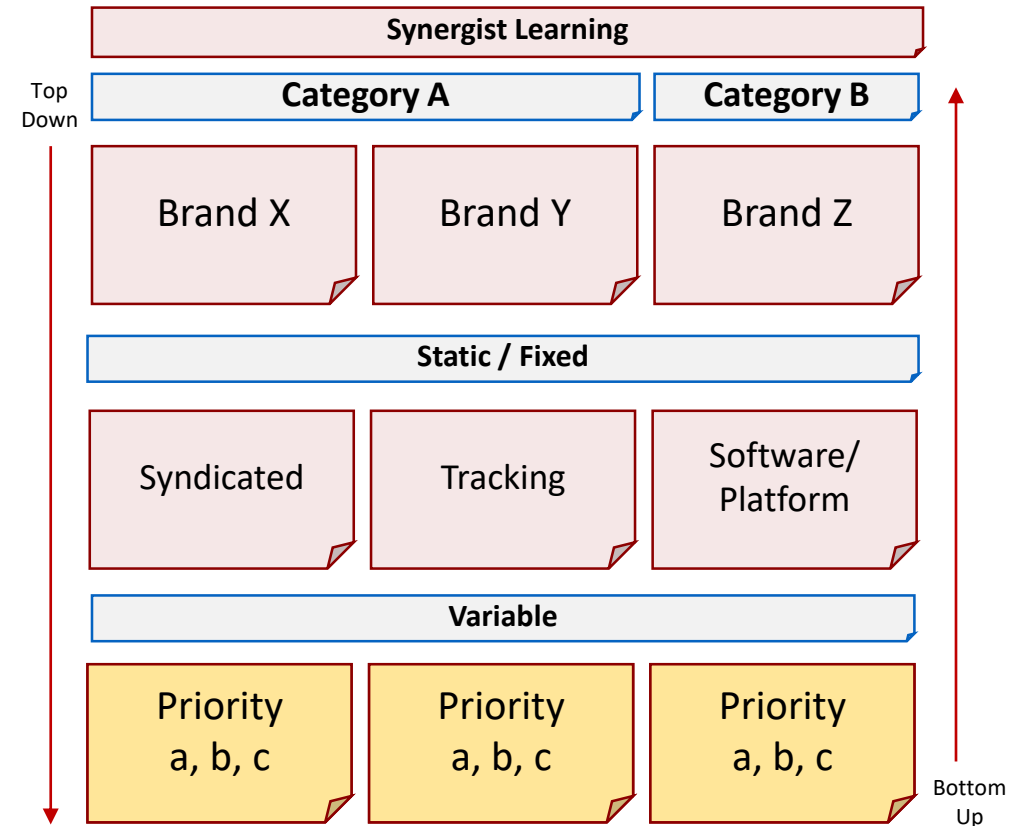


Aligning starts with choosing your framework

- ✓ Align your learning plans and budgets with the annual operating plans across key brands, business units, or synergistic learning objectives
- ✓ Separate the have-to-haves versus the nice-to-haves



- ✓ Know that learning plans often go out the window when business priorities change
- ✓ Staying close, asking the right questions, checking in early and often is key





Balance the Need/ Value Assessment

Role in Brand Priorities & Business Risk

- Magnitude of Decision/Opportunity
- Risk of Decision
- Availability of other info

Information Quality

- Can research tool predict outcome?
- Can research tool inform about landscape to aid judgment?

Priorities
Alternatives

Required Timing

- Can results make deadline?
- If not, can deadline be changed?

Information Cost

- Justified by magnitude of decision/opportunity & risk?
- Justified given priorities?



Balance – your sanity

In-House versus Outsource

- ✓ Have time, capacity
 - ✓ Have skill set or presents growth opportunities
 - ✓ Cost significant factor
 - ✓ Is it repeatable? Is it worth the upfront investment in time for future savings?
- ✓ Lack time, capacity
 - ✓ Lack specialized skill set, doesn't present growth opportunities
 - ✓ Cost negligible
 - ✓ One-off or non-repeating



Does it burn you out?

Does it spark joy?



Cutting and Scenario Playing

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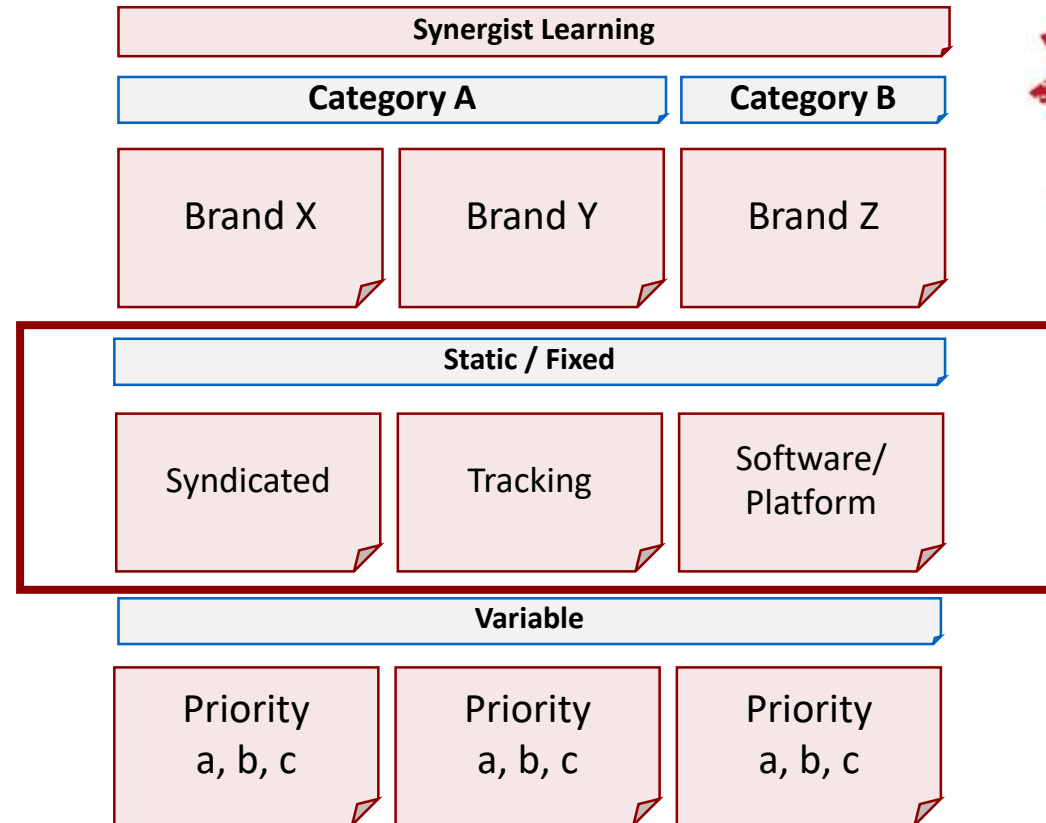
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Cutting and Renegotiation



Fixed costs don't have to be



Cutting and Renegotiation

External Suppliers

Everything is negotiable if you ask

Rate cards and can be negotiated

Contract renewals ideal time to renegotiate, but not always needed

Find your “bad cop” to help you with cost negotiation

Internal Partners

Keep track of dollars, time and resources saved

Show the contribution the research has made to the bottom line

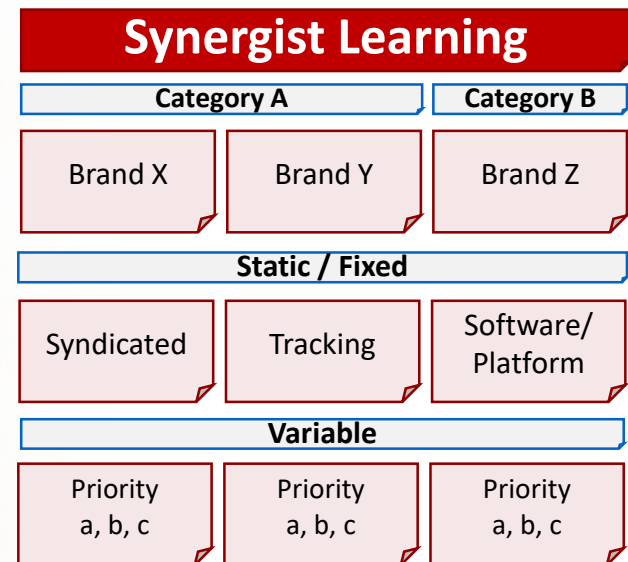
Postmortem projects



Highlight ROI in a way that easily translates up



Whenever possible, eat dessert first



Five Strategies to Maximize Your Resources



- Start with a framework but remain flexible. Budget building and management is a cyclical process.
- Balance in-house versus outsourced. Keep in mind what feeds your soul.
- Enlist a partner in crime. External negotiation is easier when you have an accomplice.
- Internally, strive to show return on investment.
- Prioritize the sweet stuff.





Thank you.