Working Together:

NPR's Research and Digital Analytics Teams Build a Survey Dashboard

What is NPR?

- **NPR** is an independent, non-profit media organization that was founded on a mission to create a more informed public

- **120 million** monthly audience across broadcast, web, and podcasts

- **1,000+** stations broadcasting NPR

- **34** bureaus worldwide

What is Audience Insights?

Audience Insights Mission: Help the larger organization understand the public radio audience with sound research analytics and guidelines.

How?
- Answer questions about broadcast and digital audiences
- Create dashboards and reports with audience information
- Design custom primary research
- Get audience feedback on new programs and podcasts

Audience Insights Team
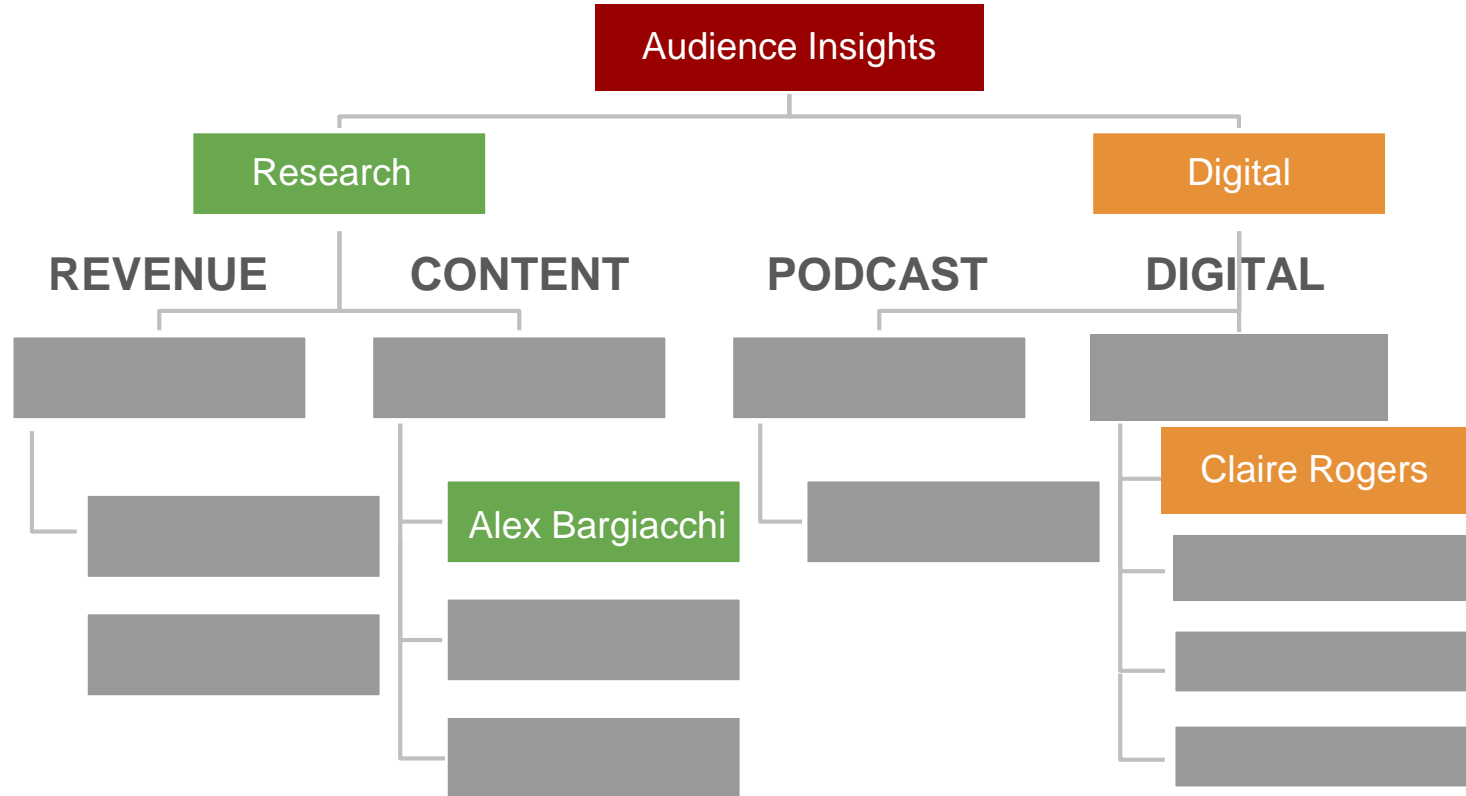
Why Are We Sharing This?
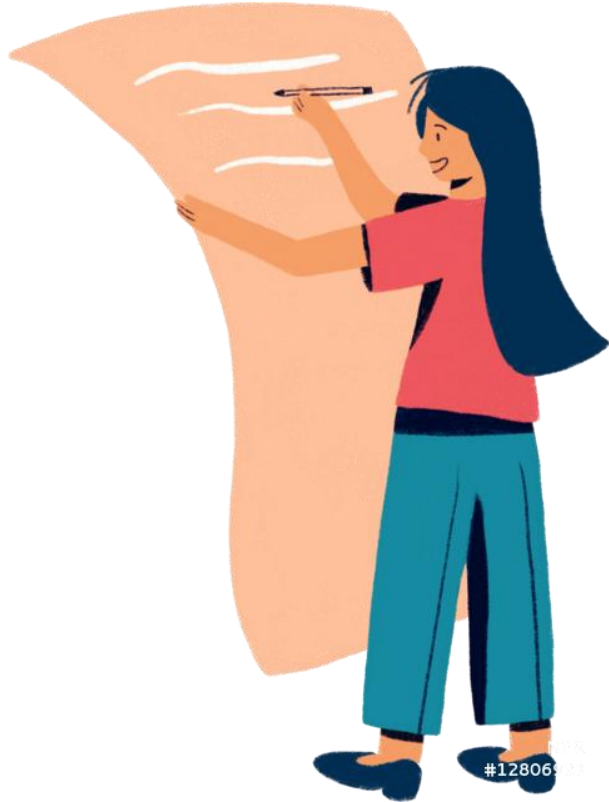
Starting With A Blank Slate

Claire

Alex

Discussion Process

Where We Started

End Product

News Magazine Monthly Survey Trends

Question Text: (1)

% Agree

Aggregated Answer — 20%, 15%, 10%, 5%, 0% — Jan 2019, Feb 2019, Mar 2019, Apr 2019, May 2019, Jun 2019, Jul 2019, Aug 2019, Sep 2019, Oct 2019

Show

Host: (1)

% Giving score of 10

60%, 50%, 40%, 30%, 20% — Jan 2019, Feb 2019, Mar 2019, Apr 2019, May 2019, Jun 2019, Jul 2019, Aug 2019, Sep 2019, Oct 2019
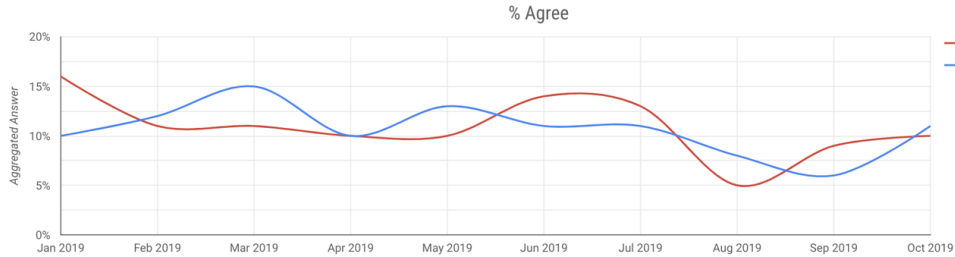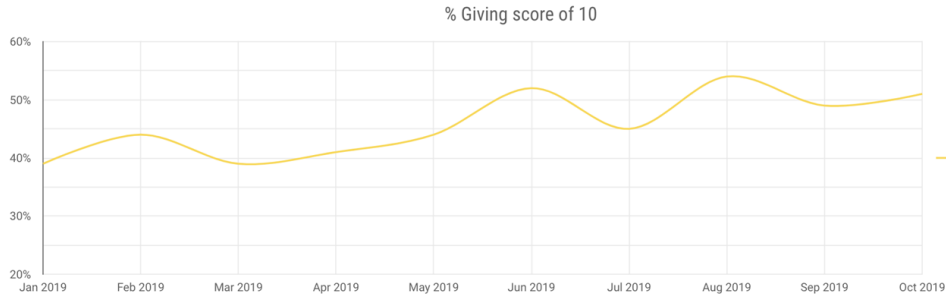
Trends for: Oct 2019
Comparisons against month prior

Show   Oct 1, 2019 - Oct 31, 2019

Filter by Show:

	Question Text	% Answer Yes	% Δ
1.	Overall host satisfaction		
2.	Have you listened to ATC/ME in the past month?		
3.	Consider the show reporting to be fair and unbiased		
4.	The hosts have good chemistry		
5.	I don't really care about the hosts		
6.	Sometimes I need a break from the news		
7.	I feel overloaded with news and information these days		
8.	How has your listening changed over the past six months?		
9.	There are too many hosts		

Filter by Show:
Morning Edition
All Things Considered

Average Host Score

	Host	% Rated 10	% Δ
1.		71%	14.5% ↑
2.		64%	6.7% ↑
3.		64%	-1.5% ↓
4.		60%	17.6% ↑
5.		57%	-12.3% ↓
6.		57%	-5.0% ↓
7.		55%	37.5% ↑
8.		51%	4.1% ↑

Collaboration - What a good idea?!?

Billionaires   Innovation   **Leadership**   Money   Business   Small Business   Lifestyle

330,350 views | Jul 30, 2013, 03:00am

The 12 Habits Of Highly Collaborative Organizations

McKinsey & Company

Organization

McKinsey Quarterly

Mapping the value of employee collaboration

slack | **Blog**

The ultimate guide to effective collaboration in the workplace

How to work together when personalities, communication styles and skill sets clash

Harvard Business Review

Managing Yourself | Collaboration Without Burnout

MANAGING

Harvard Business Review

Change Management | The Collaboration Blind Spot

Harvard Business Review

COLLABO

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Collabor

Harvard Business Review

Magazine   Popular

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Harvard Business Review

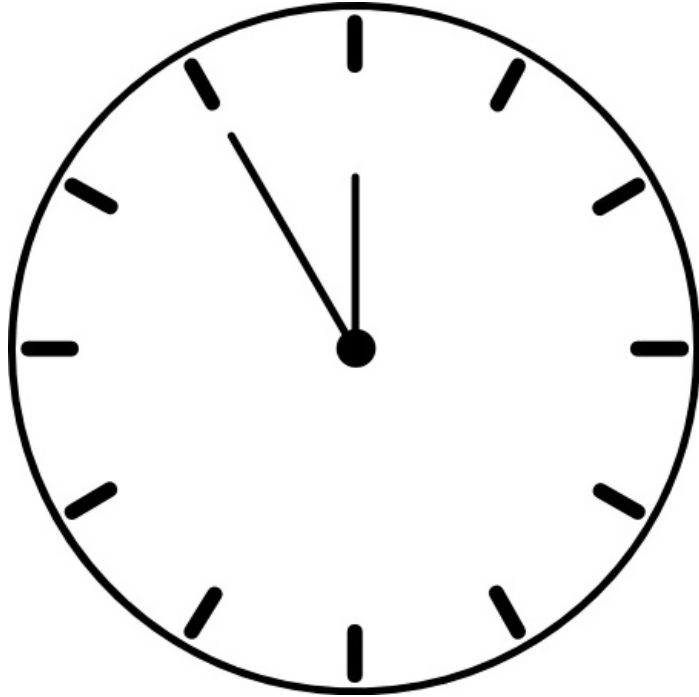Magazine   Popular   Topics   Podcasts   Video   Store   The Big Idea

COLLABORATION

How to Capture Value from Collaboration, Especially If You're Skeptical About It

Analysis of Process - What Did We Learn?

Step 1 - Taking the Time

- **Physical time -** scheduling time to meet

- **Idea development -** take time to find the right project to work on together

- Take the **full hour** (if possible)

Step 2 - Patience

- **Value progress -** small steps will accumulate

- **Be comfortable with ambiguity**

- **Don't force it**

- **Communicate without jargon**

Step 3 - Flexibility

- **Keep an open mind** - things will change as you collaborate

- **Disagree** - question the process and the project

- **Get feedback -** Share your work and be open to changes or other applications
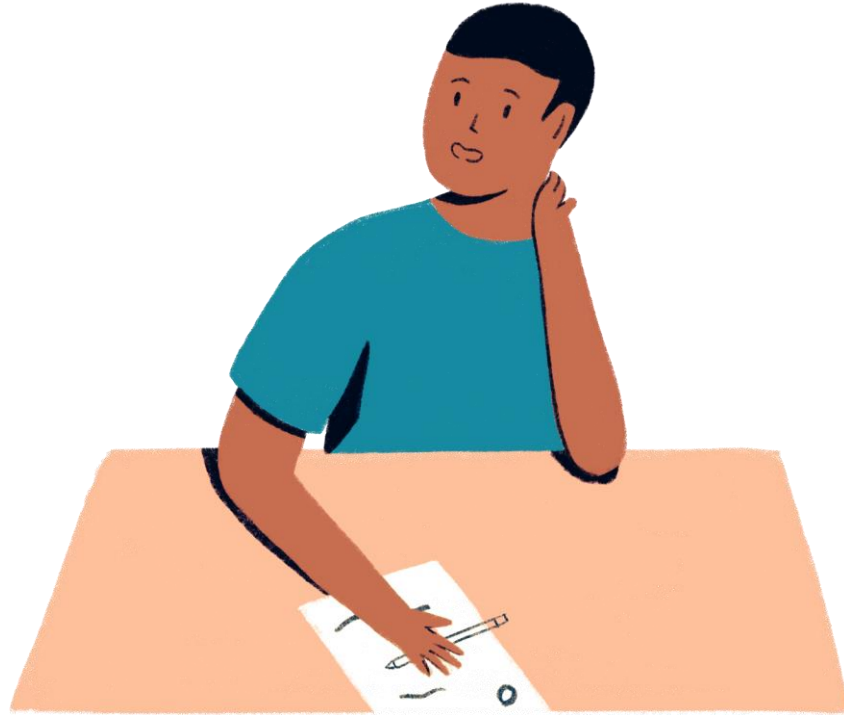
Step 4 - Reflection

- **Identify the process**

- **What worked?**

- **What didn't work?**

- **Showcase**

Barriers - Psychological Blocks

FEAR

Lack of direction
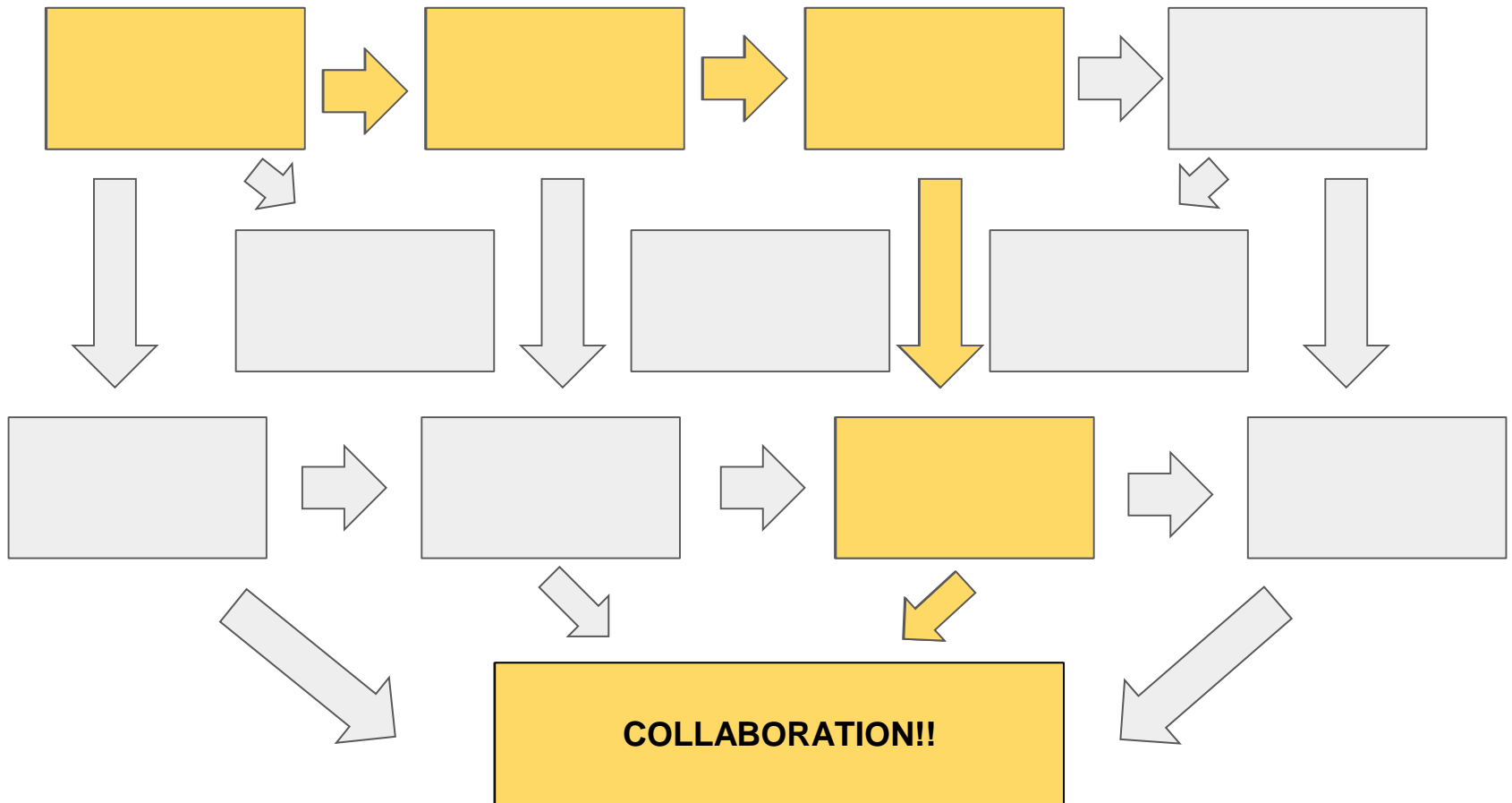
Skepticism

Permission

What You Can Do

- **Actively look for opportunities**

- **Lead by example**

- **Drop your baggage**
  - **No "This is how we always do it"**

- **Expect push back**
  - **You're challenging status quo**

- **Be ok with a quiet room**

And the seemingly obvious...

- **Use Google Docs**

- **Just ask**

- **Think about when you meet**

COLLABORATION!!

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