

To help mid- and large-sized enterprises grow and thrive, we begin with a simple question — *"What do you want to do?"*

	What	How
Explore	Industry or Brand Landscapes Countries or Segments Different Mindsets + Cultures Consumer Behavior New Categories + Directions Human Experiences	Primary Qualitative Research Quantitative Research Ethnography Segmentation + Personas Secondary Research Granular Behavioral Analysis™
Evaluate	Products Services Brands Processes Packaging Names + Positioning + Messaging Advertising Growth Territories	Primary Qualitative Research Quantitative Research Ethnograph Competitive Product or Brand Analysis
Ideate + Innovate	Product + Service Concepts Names + Positioning+ Messaging Value Propositions Operational Processes Strategic Directions	Alignment Envisioning Co-Creation Concepts, Ideation, Translating Insights into Innovation Workshops
Expand	Global Territories Market Categories Strategic Focus Product SKUs	Strategic Expansion Planning + Research Secondary Research
Look Ahead	Less than 5 Years 5 Years 10 Years 20+ Years	Foresight Planning Trend Analysis Scenario Planning Road Mapping
Educate	Consumer-Centric Methods How To Build A More Customer-Centric Org Messaging Branding A Culture of Innovation	Customer Insights + Innovation Training Cultural Immersion
Aggregate	Existing Primary Research Data Internal Business Intelligence Social Media Sentiment	Knowledge Evaluation + Integration Meta Analysis Social Media Research

## Methodologies + Techniques

Asynchronous Online +/or Mobile Qual	Prototype Evaluation	Participant Observation
Brainstorming	Ethnography	Personification
Card Sorting	Expert Roundtables	Process Flow Diagramming
Clustering	Eye Tracking	Process Mapping
Cognitive Mapping	Focus Groups	Product Evaluation
Collage Exercises	Gamification	Real-Time Deep Dives
Crowd Interpretation	Immersion Tours	Shadowing
Day in the Life	In-Depth Interviews (IDIs)	Shop-Alongs
Diaries + Journals	Ladders of Abstraction	Triads
Dyads	Listening Labs	Usability Studies