The GRIT Report Reveals: What Does It Take to Be Great Researcher Today?

Allison Spoelhof
MR STUDENTS HAVE SO MUCH TO LEARN

QUALITATIVE RESEARCH

DATA ANALYTICS

SOFTWARE DEVELOPMENT

QUALITATIVE RESEARCH

CRITICAL THINKING & STRATEGY

SALES AND BUSINESS

STORYTELLING

DATA SCIENCE

VISUALIZATION

PRICING
THE GRIT REPORT

GreenBook Research Industry Trends (GRIT) Report

Explores adoption of emerging methods, satisfactions with suppliers and drivers of supplier selection, investment priorities, business outlook, evolving researcher role & skills, buzz topics and more.
THE GRIT REPORT - METHODOLOGY

- GRIT respondents are recruited via email and social media by GreenBook and GRIT partners
- Analysis is based on 1,260 completed interviews
- A rigorous cleaning process is completed to remove duplicate responses, low quality responses and any other type of subpar responses
FOCUSING OUR CAREER PATHS
THE MOST NEEDED SKILLS

- QUALITATIVE RESEARCH
- DATA ANALYTICS
- STORYTELLING
- SOFTWARE DEVELOPMENT
- CRITICAL THINKING & STRATEGY
- QUALITATIVE RESEARCH
- DATA SCIENCE
- VISUALIZATION
- PRICING
- SALES AND BUSINESS
If you could add one individual with a needed skill in your organization, what skill would it be?

- **DATA ANALYTICS & DATA SCIENCE**
- **STORYTELLING AND VISUALIZATION**
AND IT’S NOT JUST GRIT RESPONDENTS

46% of respondents to the McKinley Marketing Partners 2019 Marketing Hiring Trends Report survey said they plan to add researchers and analysts to their teams in 2019.
OVER THE YEARS...

2015 & 2016

1. Designers and data visualization experts
2. Data scientists
3. Marketing or business strategists
4. Social media experts
BUYERS

2017

1. Analytics
2. Presentation design/visualization
3. Technology proficiency
4. Qualitative expertise
SUPPLIERS

2017

1. Technology proficiency
2. Presentation design/visualization
3. Analytics
4. Business Acumen
“Have a strong understanding of data, where it comes from, what it can be used for, and have a clear picture of what you want to get from it.”
82% say BIG DATA is a game changer
84% list STORYTELLING & VISUALIZATION as a game changer
A DAY IN THE LIFE OF A RESEARCHER

- Designing research projects: 14
- Managing the execution of research projects: 19
- Analyzing, interpreting, charting and/or reporting results of projects: 19
- Presenting results of projects to key stakeholders: 10
- Consulting on implications or forward planning as a result of research projects: 13
- Other research related work tasks that you spend more than an hour in a typical month: 9
- Other non-research related work tasks that you spend more than an hour on in a typical month: 16
“Agility, ability to master new skills, curiosity, ability to understand business problems not just methodologies.”
THE WAY WE THINK IS IMPORTANT
What skills do you think will be most important for success for people working in the research industry five years from now?
“Today’s great researchers aren’t just data-pullers. They provide strategic insight that can truly impact the enterprise. They elevate their importance and influence across the company and ensure that the voice of the customer helps shape the company’s strategy.”

Ray Poynter

7 habits of highly successful market researchers,
THANK YOU

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