Shared Experiences in Research and Insights

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Invoke
Sweetened:

Shared Experience = Tasted Better

Un-Sweetened:

Shared Experience = More Bitter

Source: Psychological Science, *Shared Experiences are Amplified*, Erica Boothby
Lipton Iced Tea: #DayBreaker Commuter Slip & Slide
The Secrets of Great Teamwork

by Martine Haas and Mark Mortensen

The basics of team effectiveness were identified by A. Richard Lord, a pioneer in the field of organizational behavior, who began studying teams in the 1970s. In more than 15 years of research, he uncovered a groundbreaking insight: what matters most to collaboration is not the personalities, attitudes, or behavioral styles of team members. Instead, what teams need to move are certain “enabling conditions.” In our own studies, we’ve found that these fundamentals—conditions, a compelling direction, a strong structure, and a supportive core—continue to be the critical factors in team success. In fact, they are the only three requirements that demand more attention than ever. We’ve also seen that modern teams are vulnerable to two important problems: “us versus them” thinking and incomplete information. Overcoming these pitfalls requires a fourth enabling condition: a shared mindset.

The key takeaway for leaders today: Though teams face an increasingly complicated set of challenges, a relatively small number of factors have an outsized impact on their success. Managers can achieve big results if they understand what those factors are and focus on getting them right.

The Enabling Conditions

Let’s explore in greater detail how to create a climate that helps diverse, dispersed, digital teams—what we like to call a C-team—achieve high performance.

Compelling direction.
The foundation of every great team is a clear direction that empowers, enables, and engages its members. Teams cannot be inspired if they don’t know where they’re heading, and they don’t have their goals. These goals should be challenging (but not so difficult that the team becomes demotivated). They also must be meaningful. People need to care about achieving a goal, whether it’s a sense of personal achievement, the recognition, pay, and promotions, or intrinsically rewarding, such as satisfaction and a sense of meaning.
Enabling Conditions

- Enabling Structure
- Compelling Direction
- Supportive Context
- Shared Mindset
How do you create a Shared Mindset?
Shared Experiences
Invoke moderator projects the Invoke dashboard on-screen and leads discussion with stakeholders about the results, in real-time, at client site.

Participants (e.g., consumers) take part from the privacy of their homes or offices.
Offering the most powerful portfolio in the industry, our 30 brands and more than 6,900 properties across 130 countries and territories give people **more ways to connect, experience and expand their world.**
TAKE YOUR PICK

2019 NFL Draft

Get exclusive access at the 2019 NFL Draft — including red carpet access, VIP parties and more.

VIEW EVENTS
Why shared experiences for consumer research?

• We see the pressure in terms of reduced timelines, desire to have multiple stakeholders engaged and getting real-time feedback from consumers to take action quickly.

• An approach that brings moderator, consumers, stakeholders and researchers in one place is ideal when consensus and speed are important factors.
Advantages of Shared Experience Research

“Like being in the back room, on steroids”
“Convenient, fun and engaging”

Qualitative and quantitative insights, in real time

Includes colleagues who can’t/don’t travel

“This ad speaks to me on an emotional level.”
Hybrid Qual/Quant Methodology

QUALITATIVE INSIGHTS + QUANTITATIVE PROJECTABILITY
Ask | Learn | Decide
Ask + Learn + Decide
Campaigns Tested as a Shared Experience
Better decisions through Shared Experiences