The Power of Human Truth
New Study Finds Humans Experience Greatest Feelings Of Joy When Pushing ‘Skip Ad’ Button.
Denny’s Market Researcher Emerges From Focus Group Shaken After Finding Out What Americans Really Want For Breakfast.
Ad Campaign Appeals To Young, Hip, Influenced-By-Ad-Campaigns Demographic.
01. Always leverage the science
System 1 (the non-conscious) drives 95% of decision-making

Say/Do Gap: People don’t speak their minds because they don’t know their minds.

5%
Conscious
- Majority of Research
- Rationalizations

95%
Non-Conscious
- Where Decisions are Made
02. Demonstrate thought leadership
Human Truth Workshops

**THE POWER OF HUMAN TRUTH**
Getting beyond the Say/Do gap challenge to create more “ah-ha” moments.

**THE SKILL OF STORYTELLING**
Exploring the fundamental techniques and power of story.

**ESSENTIALS OF EMPATHY**
The power of walking in someone else’s shoes.

**LIVE KNOWLEDGE MAPPING**
Charting knowledge to gain clear strategic direction.

**A MORE BEAUTIFUL QUESTION**
Discovering the lost art of questioning for driving breakthrough thinking.

**THE BUSINESS OF BEHAVIORAL ECONOMICS**
An introduction to the human intention/action gap & the interventions that drive behavior change.

**STORYCASTING**
Strategic planning through the lens of story.
03. Beware of shiny new things
System One Rigor and Discipline

- Grounded Theory: Generates superior hypotheses
- Narrative Inquiry: Identifying deeper patterns within people’s stories
- Researcher Bias: Establish researchers at “Beginners Mind”
- Phased Dialogue: Introduction of the right topic at the right time
- Priming Reduction: A word, image or researcher’s facial expression can prime inaccurate responses
04. Know when to recommend
• When questions or objectives are more challenging
• Conventional methods are not delivering insights
• When you know what’s happening but don’t know why
• Sales are not improving, market share is not increasing
• Brand loyalty is weak, NPS is flat or declining
• What has been tried thus far has not worked
• There is a lot at stake
• Drowning in data, starving for insight
05. Activate the findings
## How We Work

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- We map the team’s existing knowledge and other data to uncover critical gaps, create shared focus and chart a path forward.
- We leverage unique research tools and methodologies rooted in Cognitive, Behavioral and Narrative Psychology to find Human Truth.
- We drive clarity on the decision drivers and micro-moments that matter most and prescribe behavioral interventions.
- We blueprint brands, products and experiences to bring behavioral interventions to life and provide strategic direction.
- We validate strategic direction with System 1 experiments to align testing with how people actually decide.
- We use story to create momentum and unify around ideas. And we help clients change the way they think about how people think.

### OUR PROCESS

**TRUTH**
- Knowledge Map
- Multiple Study Synthesis
- Decision Diagnosis
- Business Foundations

**CLARITY**
- Emotional Inquiry
- Contextual Inquiry
- Appreciative Inquiry
- Connective Inquiry
- Shopping Inquiry
- Motivation Diagnostic
- Group Studies

- Mental Model Map
- Peak-End Map
- Storytelling
- Storycasting
- Behavioral Personas

- Brand DNA, Architecture, Story
- Innovation Strategy, Concepts, Pipeline
- Journey and Retail Experience

**ACTION**
- Implicit Testing
- Concept Inquiry
- Quant Emotional Validation
- Co-Creation

- Story Artifacts
- Storytelling
- Brandtrust University
• Always leverage the science
• Demonstrate thought leadership
• Beware of shiny new things
• Know when to recommend
• Activate the findings
The Power of Human Truth