



••• Facet5 Centralised Research Process

We have discussed increased research activity a number of times and we agreed in Barcelona that we need a more coordinated approach which will support all partners.

Coordination

As requested, Consulting Tools will coordinate research activities and information dissemination, providing a link between all partners and Norman and Rebekah.

This will ensure good ideas get captured and actioned; that we're not duplicating effort; that everyone knows what's going on and that we maximise impact for Facet5.

This is not intended to get in the way of local research needed by individual companies who are best placed to undertake it (see below)

Julie Mrowicki-Green will act as CTL's research co-ordinator. Julie is already managing CTL's own research programme, in particular working with university students.

In our web plans, we are aiming to set up a protected research microsite through which we can run international research projects, and build up a library of papers, reports and findings which we can all use.

What do we mean by research?

Any sort of formal or informal information gathering which can benefit Facet5. This includes market and customer research; analysis of existing data to find trends; desk research to back up particular sales claims; academic projects to look at Facet 5's applications in certain areas, its links to theories or activities or specific sorts of validity and reliability; sponsorship or co-operation with university staff and students. Such projects can be undertaken by staff in individual companies, by Norman and Rebekah, by external academics, research organisations etc.

At Barcelona we discussed examples of many of these types of research:

- Analysis of existing 360 and Facet5 data

- The sorts of student research Julie is managing
- Grant and Kate's practitioner survey
- A look at how Facet5 illuminates negotiation styles
- The Opposites Attract research.

This system aims to ensure that good research ideas get actioned and that research findings are available centrally, not to add an irrelevant layer of bureaucracy.

Your Local Research

You will obviously undertake local research in your markets, much of which might not be directly immediately relevant to the wider network. However it may prove useful in the future.

The research microsite will provide functionality to let partners know the research you're doing and also to summarise the results. Until the microsite is live can you:

- Send Julie a brief description (no more than 200 words) of research you're doing. Please include a brief summary of: why you're doing it; who you're researching (customers, managers etc etc); the means you're using (questionnaires etc); time scale and a key contact in your organisation.
- Send Julie copies of any outcomes – reports, research findings.

We'll then summarise these in the regular partner newsletter.

Network Research

You will have ideas for research which needs international coverage, focus on improvement or addition to the core Facet5 product or is outside your expertise and remit: for instance , ' We want to provide equivalency data between Facet5 and OPQ'; 'Can we do a test-retest study on Facet5 with senior leaders before and after a promotion'; ' Can we find out more about the HR challenges in International banking'; ' We need to research the key theories of work motivation to address issues our customers are raising.'

Again, the microsite will make it easier to raise the issue and get peoples views about its usefulness. But again, let's not wait for that to go live. We suggest the following process:

1. We'll need a proposal to discuss and evaluate the priority and feasibility of the idea – we're expecting a lot of ideas. Sent with this is a draft Research Proposal Form. Please look at this and make any comments. Once finalised you'll need to fill this into propose a project. It should be sent to Julie.
2. Julie will liaise with Norman, Rebekah, Nigel, the proposer and the partner network to evaluate the project and decide who is best placed to undertake it and how.

3. She'll also produce a monthly report for the network on how research is progressing and expected end dates.
4. As we reach the end of a project it will be Julie's responsibility to raise the issue of the best ways to exploit the project – whether it's just as an addition to technical documentation or whether it can serve as the basis for new marketing collateral or media campaigns (see OPPOSITES ATTRACT)

Once the microsite is up and running it will be easier to submit, comment on (and volunteer to take part in) research projects. People running research will be able to use it and LINKED IN to ask for help in getting subjects for studies or to contribute their ideas.