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# **BOOTSTRAPPING RESEARCH:**

**TRANSLATING THIN BUDGETS AND DATA  
INTO USEFUL CONCLUSIONS**



# The Challenges

- Trying to RACE without R & E:
  - No time, energy, money or management commitment
- Assumptions that “Research” has to be “Perfect”
- Knowing what we want to know, but either:
  - Asking the wrong people
  - Asking the wrong questions
  - Forgetting to allow chances to allow people to share things we never thought about

# Where to Begin

- The Audience
- The “question(s)”
- Or vice versa



# Where to Turn First



- Secondary Research
  - What is already known
  - What informs your research choice
  - What helps you analyze data
- Existing organizational data
  - Aggregating
  - Analysis
- Anecdotal data

# Channels to New Data



- Sampling
- Access
- Qualitative vs. Quantitative
- Establishing purpose and meaning
- Not another survey
  - “Creative” Quant
  - Focus Groups
  - Individual Interviews

# Making Meaning

- Key internal stakeholders
- Points of pain/value unearthed
- Feature benefit conversion



# Presenting Value



- .ppt
- Reports and Executive Summaries
- Telling the story that supports your conclusions
- Repurposing results for broader visibility

# Discussion

