

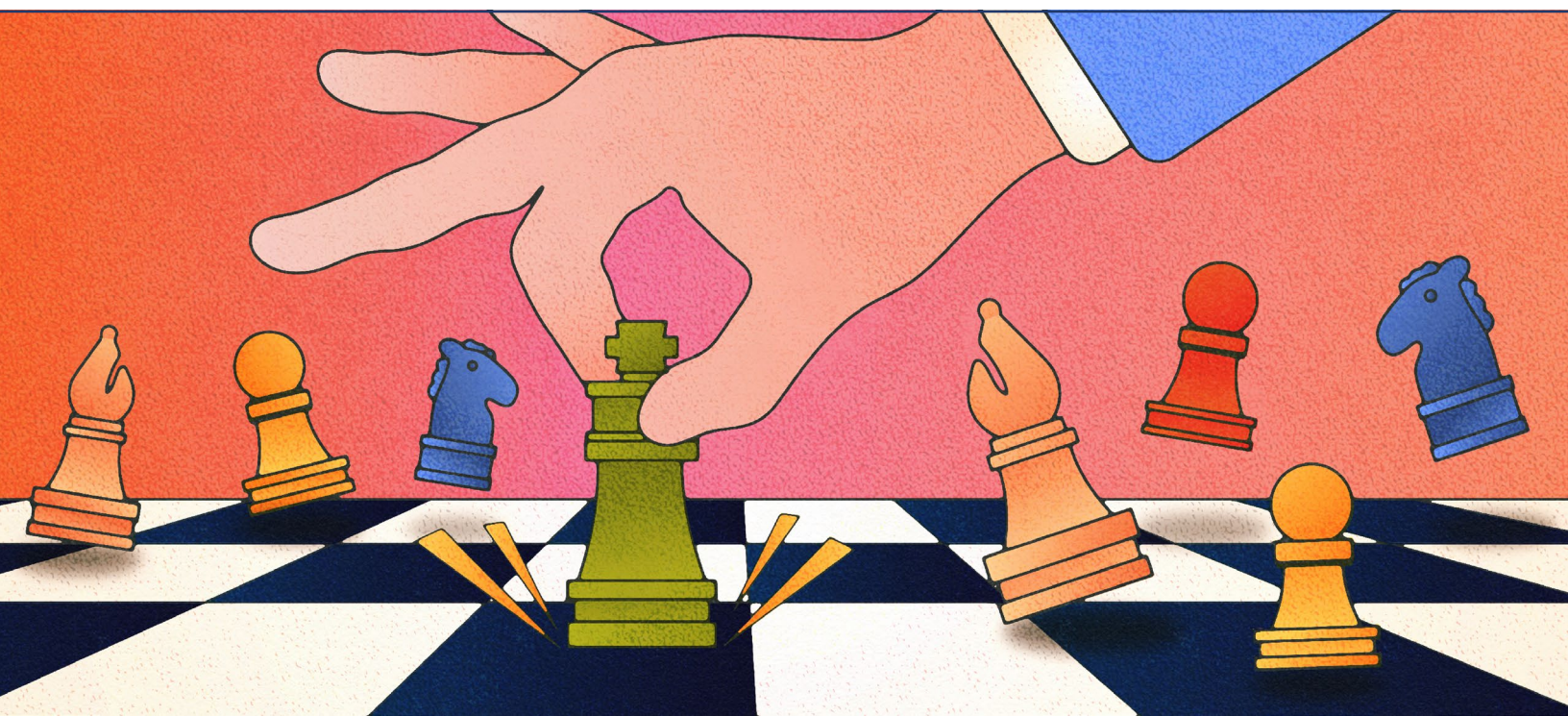
Maximize the Impact of Your Research Through Relationship Building

Making a real difference in your organization starts with listening and a commitment to service. These tips show you how to bring stakeholders in to make a meaningful impact.

It's a common challenge for researchers—you've busted your tail on a recent project, only to find your insights collecting dust.

In order to maximize your impact, having meaningful relationships with stakeholders sits at the core of any work you do. How can you bring them into the fold? And which projects will be the best use of everyone's time?

These tips will get you started!



How to maximize your impact

1. Interview the people you want to influence

[Ask stakeholders what they care about](#) and why it's important to them. You can do this by inviting stakeholders to your readouts to cover relevant content. [Interview decision makers](#) before delivering the readout.

Ask them about what they want to learn, and what they expect from the presentation. This will help you understand which kind of questions they are looking to be answered through the readout, and how to frame your approach.

By doing that, you'll respect their time—which as a consequence will help them respect your research.

2. Identify high-impact projects for the company

Interviewing decision makers also helps you identify which projects belong in the upcoming roadmap. Depending on the structure of your company, you may want to interview VPs, presidents, and directors of product, technology, business, and UX.

This could look like a 30-minute session with them that you would run like an unstructured in-depth interview. That gives a [clear idea about their goals](#), concerns, and vision for the company.

Afterwards, map the potential projects you discovered and place them in a [value-impact matrix](#). That will help you define where your time and focus should be spent. Share this map with your manager and then together, you can decide what you should be working on.

3. Craft personalized readouts

The farther up you go on the corporate ladder, the less time people have to spend with you. [Crafting personalized readouts](#) becomes crucial when inviting influential stakeholders.

Some researchers use the same presentation across different audiences to save time. Even though this seems efficient, it's not. Oftentimes, these audiences have very different motivations or interests. Readouts and presentations are the part of the project where you should apply the most energy. They are directly connected to the impact that your research will have.

To maximize the impact, [craft presentations targeting each audience](#). Also, leave time at the end of the session. This is a good way to have the first open discussion about how to start using learnings during the session.

4. Invite everybody who could benefit from listening to you

Presenting in front of a crowd—especially a large one—can be scary, but clearly communicating your research is the most important part of the process.

When you're consistently in a room with the right people, your work is more likely to make waves across the organization. It can definitely be intimidating, but one way to overcome your fear is to think about how you are in the room to serve others.

By framing it as, "It's critical for people to get this information about our users," not inviting someone who could benefit from your insights would be a disservice. This approach shifts the focus from yourself to the audience, and gives you space to do your best work.

5. Help them land the concepts and implement insights

Do the heavy lifting to ensure your [insights are implemented correctly](#). You can and should help executives and leaders understand the insights in-depth and help them craft the right solutions. This can take the [shape of a workshop](#), a follow-up discussion, or a [full off-site](#)—the options are endless!

The point is to make sure you implement the insights in the most impactful way possible.

Taking these actions reflects a service mindset

A great way to maximize the impact of your research is to keep your customers or users at the forefront. If you're nervous about a presentation or are hesitant to follow-up on initiatives, remember that you are advocating for their experience.

Advocating for your work and securing your seat at the table is not only great for your career, but it better ensures that other voices are being heard.

Instead of doing things because someone at the top “thinks it’s a good idea”, do it the other way around. Bring the people you serve to the top of the organization, so they can help you help them better. Keeping that service idea top of mind helps your research have more staying power and long-term impact.

Get your stakeholders invested in research

See how dscout allows your team to explore the data, hear user stories for themselves, and identify opportunities for action. Ensure your research makes an impact, schedule a meeting with a member of our team.

[Book a demo](#)