



@advancingresrch #AR2022
9 March 2022

We are missing out on finding talented people... the stakes are high for our field and the future!

I HAVE SPENT THE LAST FOUR YEARS CONDUCTING RESEARCH FOCUSED ON TALENT ACQUISITION AND THE RECRUITING EXPERIENCE
Who to hire? How to search? BUILDING TEAMS, OUTSIDE IN

imagine... you've been invited to a RESTAURANT

- Fancy. Hard to get into. You don't know the cuisine. "NOUVEAU FUSION SOMETHING"
- But you go. Chat to your group on the way there... "EXCITED TO TRY SOMETHING I'VE NEVER HAD BEFORE!"
- Arriving, you feel out of place. Your group sits, and someone orders for you...
- The food is brought by a server. You don't recognize it until you catch a whiff of a familiar aroma. You take a bite... wow! this is what I make at home!
- Your friends are confused. YOU HAVEN'T BEEN TO CULINARY SCHOOL. Discovery! Suddenly, WHAM!



I've done a lot of different things before finding UX Research

Regardless of the type of work, I have always...

- BEEN CURIOUS
- ASKED QUESTIONS
- TOLD STORIES
- BEEN ANALYTICAL
- LOVED STRUCTURE and SYSTEMS, PROCESS & INQUIRY
- CARED ABOUT PEOPLE their actions and experiences

I WAS DOING THIS WORK LONG BEFORE I HELD MY CURRENT TITLE... I JUST DIDN'T USE THE SAME WORDS TO DESCRIBE IT

I've noticed that the most successful researchers I've worked with also traversed a non-linear path

THE CAREER LADDERS WE HAVE TODAY ALL SEEM TO EXPECT (OR DEMAND) A LINEAR TRAJECTORY

M.C. Escher's Career Ladder

REKOWNED GRAPHIC ARTIST
1898-1972 created "impossible" spaces

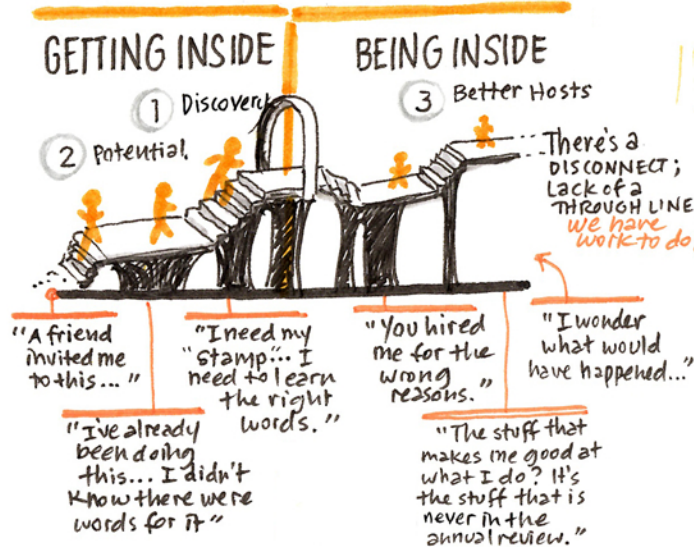
MACKENZIE GUINON

Senior UX Researcher, Handshake
@mackenzie UX

A LITTLE OUT OF VOGUE as a METAPHOR but APPROPRIATE for THIS TALK
which is inspired by my own experience
THIS IS ABOUT US AND OUR CAREER PATHS
Whatever kind of researcher you are...

When you think about it, our role is about bringing the outside in

HOW MIGHT WE BLUR the BARRIER between OUTSIDE and INSIDE?



WHAT WE CAN DO TODAY TO START MAKING CHANGE

1 DEFINE RESEARCH IDENTITIES

- Make space and time to get to know your team, host a offsite
- INDIVIDUAL RESEARCHER IDENTITY EXERCISE (details in slides)
- TEAM RESEARCH IDENTITY EXERCISE

2 SUCCESSFUL PROJECT MODELS

- Nominate, review, and examine the most successful research projects to date
- Analyze, pinpoint, discuss, argue
- Honest process story; include struggles
- Create an abstracted definition & model
- Not a standardization
- Greatest value: make definition of success explicitly co-owned; ways to be successful are modeled and visible
- Update with new ways to be successful

3 REDEFINE PERFORMANCE REVIEW

- Bring individual and team identities as well as successful project models into performance reviews
- Draw a through line between who we are and what we know makes us successful → how we define, measure and recognize success
- MUST: Build a channel for challenging how things are done
- Experiment. Be humble. Continuously learn and improve.