

WEBVTT

00:00:08.000 --> 00:00:12.000

Listen. I've got.

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In the street they look the same Saint James singing, thanks, Los Angeles!

00:00:23.000 --> 00:00:29.000

They say.

00:00:29.000 --> 00:00:35.000

Sh!

00:00:35.000 --> 00:00:41.000

He's got the bank.

00:00:41.000 --> 00:00:46.000

Show me!

00:00:46.000 --> 00:01:06.000

Shame!

00:01:06.000 --> 00:01:17.000

Slipper sunset. You reach your top and you just.

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No, and you know.

00:01:22.000 --> 00:01:28.000

Nation, the.

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Sit back, again, ro rocking, chance.

00:01:33.000 --> 00:01:39.000

Not worry me!

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New guy, anyways.

00:02:39.000 --> 00:02:42.000

See.

00:02:42.000 --> 00:02:50.000

Passes.

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Said, you'll see.

00:03:00.000 --> 00:03:05.000
To your Magnus.

00:03:05.000 --> 00:03:10.000
Straight.

00:03:10.000 --> 00:03:14.000
It's your cancer.

00:03:14.000 --> 00:03:27.000
To.

00:03:27.000 --> 00:03:57.000
Hey! Man!

00:03:58.000 --> 00:04:02.000
Our kids for.

00:04:02.000 --> 00:04:06.000
Just.

00:04:06.000 --> 00:04:18.000
Soul! Angel hair! May I?

00:04:18.000 --> 00:04:26.000
Of your now.

00:04:26.000 --> 00:04:56.000
Hold down, ran back and.

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Good morning, good afternoon, and good evening depending on where you are.

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It is another day of the advancing Research Conference. My name is Bria Alexander.

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I will be your conductor on this train, and I am so so excited if you can believe it, we are on our third and final day of advancing reach.

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There's 2023, I know. Collect them all.

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We've been having so much fun. But truly it's been a journey I've got a couple of announces to make before we dive into our final days.

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Presentations but let's get right into it. On behalf of the Rosenfeld media team.

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Welcome to advancing research. Thank you for your support in the Curation Conference.

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Let's talk about our 3 themes. So Monday we went through research as a transformational force.

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It was an amazing day. We learned so much with such a great kickoff, but it was nothing in comparison to Tuesday, not to say one or the other, was better when we talked about researchers as organizational change makers.

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And now to close out our conference, we were going to be transforming our craft.

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What does that mean? Where we go? Well, our team leader will be explaining more about it in just a moment.

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But before I hand it off to that person, let's talk about some things if this is your first time at the conference, so I strongly recommend you.

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Take a look at our program page. We've got a lot of breaks at least 10 min before each session.

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Pacific standard. Time is the Conference official time zone, however, depending on where you are in the world. Just so.

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There's no ambiguity about what time these sessions start.

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Please feel free to change it in the top right hand corner.

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So if you're on the east coast, the West Coast Central Kye, Europe, wherever you are, we likely have a time zone for you, so please be sure to make sure you change your conference.

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Itinerary to your local time zone. It will be important it is very easy to miss Sessions if you do not know what time they start.

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So other things that I'm going to get into a little bit more deeply.

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But I do want to mention now. Hashtag AR.

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2023 is where we're going to be discussing the conference online.

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So if you're on Twitter or on LinkedIn, on Facebook or wherever you use your hashtags, please use a hashtag AR 2023 to get connected with.

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However, the majority of the community is going to be in slack, and I'm going to go into a deep dive about that in a moment. But just so, you know, if you need help in any way, shape or form.

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Health, staff, help, desk, customer, desk service, or just email Us, at conferences at Rosenville, media.com. We are more than happy to answer any queries you may or may not have if you feel that the live stream isn't working correctly.

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If you're confused about what you're supposed to be, if you feel like you want to link, and you don't have it. Just ask us for help.

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We've got a whole team of folks here here to help you and excited for you to have it.

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Awesome experience. I know white glove service experience. Right white glove service let's get worried to the Whiteflow service right now by talking about our sponsors.

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So we have a main program in a sponsor program.

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Our sponsors are offering 10 sessions throughout the conference, and the really important thing to know is that there's no overlap between the conference sessions that you paid for, and the free sponsor sessions, now, while these sponsor sessions.

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Are optional they offer incredibly high content. They're not sales, pitches.

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They're incredibly similar to the main program session and their free.

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So you can invite your mother, your brother, your sister, your cousin, or someone that you know in your community.

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That's interested in research to take advantage of the awesome content that this conference has.

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But for free with a sponsor. Really, I can't exercise it up.

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They're super fun. Sometimes folks like games. The sponsors are really really nice, and the thing I do actually, I need to remember to tell you about it.

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In addition to them being really cool, is that they're actually in zoom.

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So the main conference programming is going to be on the live stream that hopefully, you're all looking at me from now.

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But if you want to go to the excuse me, the sponsor conference content. There we go. I got it all out.

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Please click on the zoom link that you should see in your itinerary or your agenda.

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You just have to click at one time. That's the really cool thing. If you've been to another.

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Rosenfeld Media Conference in the past. You just have to click at once, and you'll be registered for all of them that being said, if you wanna go to sponsor session, or if you're still having trouble finding it just ask us for help email us or slack us alrighty now this is

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an awesome opportunity for me to thank our incredible sponsors.

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So everyone put your hands up and get ready to clap at the screen.

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It's my pleasure to just to saying Dvetail fable!

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Great question medallia and user testing for being our megabyte exhibit, hey?

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Alrighty! All your clapping thought done yet.

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Let's give a big round of applause for our bite.

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Exhibitor Mays, yeah. And finally, let's get a huge thank you to our supporting sponsor.

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Tremendous. Now, all of these folks that you see up on your screen.

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We could not do these conferences without their help, their support, their investment in the sponsor sessions at hopefully you will all be attending their free swag, but sometimes they give us in the digital swag, bag, which I'll be talking about in a bit but no truly none of this is possible without our incredible sponsors and we thank you so sincerely. And dearly.

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This is such an important community, and we cherish the opportunity to come together, and we couldn't do it without you.

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Thank you. Sponsors. Whoa! Alrighty folks, we're done clapping at our screens.

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Let's talk about that digital slide back that I mentioned a little bit earlier.

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So we've got some really great offers, both from our sponsors and Rosenfeld media from our digital swag bag.

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If you have been to a physical and person conference you'll know you usually get like a mug.

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Maybe cute little tote bag. Maybe a pop socket on the back of your phone.

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But for this virtual conference we get some cool virtual stuff, and maybe a pop socket.

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I don't know. You don't know unless you go and check out the offer in the digital slide back.

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Now, the important thing to note is that if you've never used it actually, I'll talk you through it.

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So if you've never used the QR code before, the way you can access it.

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If you take your smartphone, you point it at the screen that you see right now, and you click, go to your camera app and you click on the symbol that you see on your camera and it should open to the digital swag bag right away.

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However, if that's just a little bit too much for you this morning or this afternoon, depending on where you are just type in the link that you see in the screen.

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Rfld dot me slash AR. 23 dash sponsors, and it will take you to the digital swag bag.

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I'm gonna give everyone 5 s to pick which way they're gonna go. They're gonna type in the link.

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Or if they're going to take a picture of the QR.

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Code. Everyone will. 3. Alrighty. Hopefully you captured it.

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And if you didn't just let us know in the chat.

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Speaking of the chat, they are going to be having the most engaging discussion slack.

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I really can't emphasize enough how important, if you want to participate in the conferences general Vibe and community, it is to join Slack.

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Our slack instance is@rosenfeldmedia.slack com, and hashtag. AR. 23.

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General is where most of the discussion is going to be happening, including questions that you can ask to the presenters themselves.

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So if you have a question at the end of a presentation, let's feel free to put that question into the chat.

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However, for note, please put it in the thread or the pinned place where you see the name of the person presenting, so it is very easy for your question to get lost, because once again we have 429 people in the slack channel.

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So if you just throw it into the general feed, it will very easily get lost, and me in the other team members will be able to grab it.

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So please put your question in the thread associated with the talk, and if you still have any questions about that, just let me know we're more than happy to explain it.

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Or we'll explain it in the hashtag.

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Help, desktop service which you can ask for help and customer service for.

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I mentioned it a bit earlier, but truly slack is another great place for you just to get help.

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We're here to help you with all of your technical and non-technical needs.

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If you want to connect with any of our sponsors like oh, my God!

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Fable. Oh, my God, Megabyte, I just need to know more.

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Yes, if that is you, you can go to the sponsor specific slack channel AR dat AR 23 dash, whatever the sponsor's name is, if you want to connect with the sponsors privately, and also if you know that you're supposed to be in a cohort or

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you want to know more about the cohorts. Just reach out to help desk customer-hours just reach out to help desk customer, desk service. But if you are in a cohort and you know you're supposed to be and you don't see yourself in the private cohort channel please let us know we will make sure you are where you're supposed to

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be cohorts are super duper fun way to engage with more of our community, and if you wanted to cohort, sign up for one next time, because it's the final day of the conference that it won't be the same. However, yes, if you're cohort member.

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Just let us know so we can make sure you're on your private channel. Alrighty. I feel like I'm talking a lot, so let me wrap it up by what?

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Reminding everyone once again that there is no need to take notes. Our session notes are sketch notes, our resources, our videos, and our slide decks will all be shared on the conference website as soon as possible.

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Sometimes as soon as an hour after the presentation, so please sit back and relax. Do not have your hands cramped up from all the awesome information you will get access to all of it. I promise there's no need to slack me or Lou or anyone else.

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I promise you that all that stuff will be up there, and we will let you know what it is up there.

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Thank you, swear! Thank you. Swear alrighty! Speaking of people that help us take notes.

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I have to give a big shout out to one of our to our conference librarian for the week.

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Lauren, Cantor Lauren is a multidisciplinary strategist, with focus on venture, design and innovation.

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She's an accomplished management executive in the financial industry, who decided to change gears and focus on her passion for design.

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After working on Wall Street for close to 20 years, Lauren currently runs her own creative consulting firm field and edge, where she works with companies to create new business strategies by tackling issues of human-centered design everyone clapping your screen one more time a big thank you to lauren for all

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that she does for the Rosenfeld community, including keeping all those links and all the other things that the presenters talk about in a nice little resources. So we don't have to be Googling while we are listening.

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So thank you, Lauren, this is amazing. Alright, as I said, I'm talking a lot, so I'm going to close this out with this, reminding us all that we are a virtual community.

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We are still a community, we are obligated to treat each other with kindness and respect.

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Please read our code of comment. He's on every single page of our Rosenfeld media website, and and whose procedures for getting help. But then, again, you could just ask for help in the slack channel, please.

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It is really important to us that we feel comfortable engaging in this community and safe engaging in this community.

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And if you don't, we want to know about it.

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It's important to us that you have a positive conference experience.

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Alrighty. That is enough housekeeping. I feel like I have talked a lot for this early in the morning.

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Let's get into thing number 3, transforming our craft, which has been curated by Jim Ahmed Gemma. Join Bumble in 2019. She's the head of insights based the head of insights based in the London office.

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She leads a team who regularly speaks to online data all over the world and covering the very unique needs and motivations of this groups across brands as diverse as Bumble and Badu and Gemma, welcome to main stage.

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We are so excited to.

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Thank you for your I really high fucking march. I lived in Tuesday afternoon.

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Good morning, good afternoon, and good evening, everyone. I'm Jem.

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I'm one of the curators of the advancing research community, and it is my privilege and my honor to kick off off third and final days at times, and by introducing you to our delightful lineup of speakers here today are going to be focusing in on how we may all look to

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advance research by pushing how we think about our craft, practice. Now, the most of you can't quite tell why the accent I'm from a relatively rural part of the UK.

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And one of the things that the area that I'm from is not for is folk stories.

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Now some of these stories, as all good faithful stories should be are rightfully full of things like ghosts and warnings about mythical creatures called, which I've never met. But I'm sure terrifying.

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But the one of the stories I've been wanted to share with you all is called the Hope of behind now the legend starts with a lord who's riding through the woods one evening with a heavy hall, and feeling like the weight of the world is on him.

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There's a pestilence in his village, and he doesn't feel that he can do anything but look on in despair at the crisis, and the pain and the confusion and the uncertainty that lies ahead for all of the people and as he's at the deepest part of the world

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suddenly a beautiful hind appears across his path, and he feels compelled just to follow it, and they do deeper and deeper among the trees.

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And then suddenly, there's a clearing, and behind stops, and in that polls something quite magical happens, and the Lord is filled with hope.

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I'm with inspiration now, because this encounter with this hind and this story is British, and we are all very, very self-deprecating, and love a little bit of understatement.

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The encounter behind doesn't radically really change anything on its own but what that chance encounter does do is provide a small moment of hope and of stillness that gives him a chance to renew his.

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And with that renewed and revived spirit he's a able, together with those in the village, to try and encourage them to pull together and support each other, an inch by inch.

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That village is able to come together as one and find a way through to the other side, and it wasn't easy, and it wasn't miraculous, but they joined together as a community, and they pulled through.

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And I hope today that our speakers act as fee.

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Each of you, and offer you moments of pause on what I know for many is a hard journey.

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Thank you. The chance encounters that help revive and restore.

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And think about how you may be able, inch by inch, to lift out what can feel like a very challenging and sometimes impossible thing, to address and take steps forward with those around you.

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What a journey our speakers are going to be taking you on and closing us out with today, as we explore and question some very deeply foundational questions about how we we're gonna be starting all day out with Jill.

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He was gonna be walking you through, how we can push ourselves to think beyond traditional data, to drive organizational wisdom.

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And she lays out the imperative that we all have to break down silos within, across to make sure that we're looking holistically about what we know about customers and delivering insight based on that holistic truth Jennifer is going to be going and sharing an example of how practically

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that joining up a different data sources can be done through ecosystems.

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Call room Rachel are building on the theme of breaking down boundaries, and will be walking us through their vision of why we should all be given significantly stronger consideration to secondary research and leading us through some practical tips on how we can all go about achieving this is going to be sharing with us very

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practical examples of the past. Powerful insight that can be built when we bring together both primary and secondary knowledge specifically sharing with us a design framework for stronger.

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And Ariana are going to be anchoring up the dialogue about.

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Well, what democratization mean? Who is responsible for insight and data within an organization I'm walking through some practical pros and cons as well as asking if perhaps we actually all shouldn't even be moving beyond.

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And finally, Victor is going to be taking us home with an incredible talk, and asking us to challenge the foundation of how and what we even see as data and asking us to challenge and push ourselves on what data, even means in a plural system.

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I am so excited to be saving the stage today for a wonderful speakers and to celebrate the journeys and the hard work that they've been on and empower you all to take a step back on your end and ask yourself what does it mean to transform our craft?

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Yeah. Hey? I'm clapping. I wanna make sure you're done, though Jem was. That is that the end? Yes, okay, she's done. Okay.

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Let's go into the first presentation for the day.

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It is my honor to introduce to may say, Jill fruit. Sure, Joe Fritzer is a user researcher and customer experience consultant with 20 plus years of experience helping companies such as blue apron Etsy and the New York times solve real problems by staying close to their customers she is expert at using mixed method.

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Thank you so much. I'm so excited to see the sketch notes that Mj.

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He's absolutely.

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Makes of the talk. Okay? So I share my slides. Now.

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Yes, please.

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Yes, please. And no. I was just giving big ups to Mj. She is absolutely astounding. If anyone has never checked out Mj. Sketch notes before it.

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Please do yourself a.

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Okay, thank you so much. Let me just move this little square.

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Okay. Cool. Hello. Everyone. Inconvenient insights.

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Oh, cause I wasn't touching it just because we have more data doesn't mean we are doing better research.

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We are drowning in an endless sea of data, yet we are stuck in an insight desert such is a contemporary experience of many researchers.

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I plucked this quote from Sam Ladner's tiny but mighty book, mixed Methods, a short guide to applied mixed methods, research.

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Do you relate? I do so what I am offering, or hope to offer in this talk are some swimming lessons.

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How we can both survive and thrive in our data.

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Saturated environments. When data is all too convenient, insights can be overlooked and but they're that much more critical in determining which data to pay attention to.

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Why so? How might we nurture our organizations to be as insights driven as they are?

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Data, driven first, we'll take a step back. That's what we do, right?

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We're like, why, how did we get here? And look at this thing called data?

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What it is, what it isn't and we're researchers and insights fit in then I'll share what I think this means for how the researchers role and practice will evolve.

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Will need to evolve and to conclude, I'll share some many case studies, or what I'm calling interventions that demonstrate within.

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And despite various organizational constraints, to nurture that insights driven versus data driven alright.

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Let's get started. So data, I dug up this classic model for my graduate school days learning about information science this is back in the day.

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The data, information, knowledge, wisdom, pyramid. Let's look at it.

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Let's break it down at the bottom of the pyramid is data data.

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Are individual facts, signals, measurements, figures, neither good nor bad, neither right nor wrong.

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In its truest form. Data is raw let's use a stoplight example.

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Red, just the color red, the signal next traveling upward, we get to information.

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The result of organizing data into something that can be communicated and shared.

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But it doesn't tell you what to do. It doesn't mean anything yet.

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It's description, not analysis. The stoplight on the corner of Maine and Maple turned red.

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Knowledge. Now, we're getting to meeting creation based on applying context context, like past experience, related information, cultural norms, etc.

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Something has been synthesized and referenced.

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You can't unknow what unit this is where a significant transition happens along the pyramid.

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Accountability, start the stop light I'm driving toward has turned red.

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Finally wisdom at the apex integration, reflection, patterns, memory.

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At this point data has been completely sublimated. The consequences, those of the the consequences of that meaning making that has gotten us to this point is the focus here.

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Consequently I need to stop the or bike.

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So let's now examine the idea of why it's put into a pyramid.

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What does the shape of the pyramid communicate definitely here our no arguing with that. I'm good.

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With that from the bottom to the top there are a couple of progressions happening there's a temporal progression from past to future.

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Wisdom can only happen once. There's a and time has passed.

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There's also a value progression data on its own, like, I said, has no value.

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Gradually, as we go up the pyramid data is something to be acted on, interpreted in service of a in the case of our businesses and service organizations.

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That value is evaluated, based on whether or not we are creating value for our customers end users.

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It's all about. Are we creating a shared value between the business or service and the customer that we're okay going back to Sam Ladner's quote.

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It feels like we're drowning in data, not insight.

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The pyramid feels inverted. What are the consequences?

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When data is more convenient, more available, and more than ever.

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But knowledge is not a result merely of filtering or algorithms.

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It results from a far more complex process. Knowledge is not

determined by information, for it is the knowledge process that first decides which information is relevant and how it is to be used.

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So this quote is taken from a Harvard Business Review article titled The Problem with the data information knowledge, wisdom, hierarchy, what I take away from this is the importance that knowledge is constructed.

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It does not exist without human intervention, without context. The integration of context.

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You can't map your way up the pyramid or down the pyramid.

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It is not a derivative phenomenon. You need to pause.

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Consider, reflect, align, decide what's important, what's not.

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Data means nothing without the meaning and emphasis we decide to apply to it.

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Okay. Now get ready for the rally and cry.

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Researchers see data differently. I actually think in terms of the insight desert.

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We have insights. It's just so easy to get distracted or interrupted with all the data that's swirling around.

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It's a really noisy phenomena.

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So where does the researcher sit? What's our role?

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Here are 2 rallying cries around that I've experienced, that have so many.

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Well, often as a team of one, and that's starts to show an evolution of our practice.

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I think research is both a noun and a verb.

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It's an activity, a process of collecting gaps, proposing, considering, observing, interpreting, what are the options to be used in the application of sense, making.

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Looking for those patterns and distinguishing what gets emphasized or deemphasized.

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It's about leading with questions, actively seeking out knowledge to look for how and where to answer those questions.

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And researchers are the sense makers we're uniquely presented to be sense makers for the business.

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We're not in anyone's silo. I'm assuming here that we're not embedded design researchers.

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We have a landscape view that not a lot of people in our organizations have, and I am empathize with them.

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So researchers connect the dots between data and knowledge and wisdom.

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We can be a partner, a collaborator, a bridge builder who is unique, permission to build connection in our organizations in order to restore a holistic assessment of the customer experience, because the way to get to the business value or the service value there's no way around it it's

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through, our!

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So it's being able to in terms of that value, being able to nudge behavior and attitudes through those powerful value propositions that benefit our business.

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And so it's those value propositions that need to be decoded at the human level and then coded back into the data, not vice versa.

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I came up with that one at the end of last night.

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Oh, I like it so! Now let's move from theory to practice.

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Get to those interventions. I wanna share some reflections about how I've managed often as a team of one.

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As I said, to make our statement better. Consumers of research and insights when we reframe our role and practice.

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I offered this as the classic arguably the classic conception of the location and the work of the researcher an executor of primary research, where the unit of work is the research study, the job is to gather data synthesize findings.

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Tell the story of their research, and then with recommendations, hand off the application, and while primary research is a unique and useful source of data, and there's no butt here, it is part, I believe, the path forward is to significantly expand upon this creator, role the interventions I'm going to

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share in a moment all relate to the researchers situating themselves more in this orientation.

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We're sort of omnipresent, proactive, more of a collaborator, not just when our stakeholders pull us in.

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We don't just have research calendars. We have learning agendas.

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We're working with our own data for sure and generating it, but also other sources of data, because the connective tissue is that interpretation and that meaningful interpretation so to get there, we have to reconceive the practicalities of our practice as to a bit and this is how I

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sort of think of it, we're in anytime, partner, not just an executor of individual research studies and asks, we need to get to a method diagnostic place to lead with questions often means not leading with

the solution of what kind of research, to do, but to be more of a generalist when it comes to

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Methodology, an omni-channel data, sourcer.

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Be both the hunter and the gatherer of data, not just the data we create or have convenient access to be an interpretation facilitator, help bring data together and do the work of interpretation together.

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So it's their insights, not ours. One of the critical themes, I think, of where I've seen success is collaboration and mutual respect.

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There again. There's no good or bad data. There's how you use it.

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And there's how you come together to create shared understanding.

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And that's what helps you work together is the shared understanding.

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And finally an impact track. So in terms of judging what success so to be part of defining success, measuring and tracking success beyond anyone's study, beyond launch, bringing more of a design process lens to ongoing engagement.

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Okay, let's look at a few interventions I've picked out to share with you all number one fall flag, false conclusions.

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Recover, intent context and emotions to recover that important meaning and here I'm gonna talk about some cancellation and sc phenomena at blue Apron.

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So a lot of these are drawn from blue apron.

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A Mealkit company who has a is a a weekly opt out subscription model direct to consumer so the Ux and Cx teams knew that not all cancellations or yeah, the business saw both as bad like red and to be avoided.

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At all costs. Who can blame them? Every skipper cancellation

represents a lost, and the way that sales were measured a weekly weekly metrics kind of rolled the day it was a classic example of the old saying, if the only tool.

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You have a is a hander. You will start treating all your problems like a nail, the hammer or the nail, and was make numbers smaller, less skips, fewer cancellation.

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The insight that needed to be reepered is that one of the biggest pain points for customers in terms of retention was fitting a weekly opt out subscription into their lives.

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This is true of subscriptions in general flexibility and customization is critical to making them successful.

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We knew from qualitative research that not all cancellations, as I said, or skips, are created equal, and we've been advocating for quite a while during strategic planning moments to consider pause as a feature skips for being used.

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This is our knowledge, our insights, as as from talking with customers and observing customers and quantitative surveys, with skips for were being used as intended to make a weekly opt out subscription fit their lives.

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So maybe Skip isn't until it is when, like skip streaks are really proxies for just waiting to cancel and not all cancellations were final exits.

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People were using cancel to take a break, the cancellation was the only option we gave them.

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Pause was long advocated, for, as I said, but it was considered really risky for sure.

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We want to bring in as much business to the company through sales of our products as possible, and we want to maintain healthy customer relationships for as long as possible, just using that language is a reframe is cancellation and skipping the problem or as retention the opportunity and how does that make us

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look at these data points differently. Every customer who cancelled had to take a survey before they could cancel.

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And so, and in that survey all we asked was, Why are you cancelling?

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What's the reason? So as an intervention, we created a new survey to Field among recently canceled customers with 2 quick key questions added to recover with the strategic goal of recovering entire and quantifying it so quantifying the qualitative insight, at scale.

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So here were the questions, is your intent to cancel today?

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To, to cancel permanently or temporarily the second, how likely are you to recommend Blue Apron to a friend?

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Nps, which is a really interesting question to ask when you're leaving the brand.

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So 2 findings from that survey helped change minds and actions about prioritizing that pause, feature, and thinking about it differently.

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A critical mass of these customers, who we surveyed, and they were.

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It was within a month of their cancellation. So we said, Take this survey as if it were the one you took a month ago a critical mass of these customers who canceled were only canceling to take a break they intended to come back and those same customers the ones who are temporarily taking a

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break who were much more likely to be promoters of the brand if you took just a flat average, and I always you would have seen negative Mps more detractors and promoters.

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But then, when we did this work to segment out those with the intention to temporarily cancel green, it turned green, not red.

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They were more likely to be to be promoters. With this reframe, cancellation can be seen through that relationship versus

transactional lens.

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How can we reframe the cancelled touch point as a actually, surprisingly a potential engagement for relationship contentity?

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They're just taking a break. Marketing could use this as an engagement opportunity.

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It was no longer strictly bad all the time not all cancellations are created equal, and there's a great deal of positive impact to be.

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Number 2, manage research calendars to elevate shared interests, and this one is about changes and customization. So the ability to make variations on any single recipe, and what that was intended to deliver was the desire for choice that was also something we consistently heard from

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our so customization was being prepared to launch like I said, it was one of the biggest biggest changes and happily this capability or the prioritization of it, did come from some segmentation research, we did to determine if we're to expand the menu what is so this change was going

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to touch everything. It would impact multiple product touch points, digital physical Ops separately.

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The physical team, the digital product team came to research with unique asks about their part of the product experience.

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They weren't talking to each other. We took the opportunity to approach these asks more holistically, join them together under an umbrella of product adoption, learning objectives.

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We calendar to research plan figured out with the scope and sequence of so it included what they wanted, but also what we thought they needed.

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And so we did different types of Pre at and post launch.

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And we sort of brought this group together informally to create visibility into all the research that was happening around around customers and even the language adoption, early adoption, or the you know, product adoption was sort of new to see that in a condition so based on tight timelines

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as are always are. You know, teams are hyper focused on launches, not necessarily on what happens after.

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So it. It was a a reframe to think about it as before.

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Launch at launch prelaunch. We tested prototypes for online learningu selection and new recipe cards.

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At launch we created a voice of customer listening team to centralize decentralized customer feedback that was happening about this feature across the company post launch.

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We did in-depth interviews and in-home cook alongs with early adopters to validate that the value proposition was being the net gain from taking individual requests and turning them into a learning agenda to serve multiple stakeholders proved to have legs and became a model for future launches continuous evaluation for

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community so this one is about how to take back control of our research calendars so they can be more or as proactive as real create transparency collaboration.

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You know, collapse those silos that are really artificial to the customer, serve multiple internal stakeholders at once, so doing more with less, and being sure to give stakeholders both what they want third, there's 4 of these make insights interpretation.

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I've done this a lot through experience. Mapping workshops.

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You bring teams together, you bring data together, and your work there is to create that share.

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Get to the recommendations, and the ownership and the accountability together.

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So in advance of strategic planning, the head of operations for this one asked us to bring the voice of customer to the operation.

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Incredible. What a great ask the main job of Ops, just to make the example clear is to deliver Mealkit orders to pack and deliver milk orders on time and in full.

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So anything related to what goes into the box and the delivery experience on time.

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Among other things, unbroken things like that, the Ux and Cx teams worked together to identify which were the critical journeys that related of the customer that related to Ops and what they do, what they're accountable for.

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So we gathered. We figured out what those journeys are.

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We identified them, and then we gathered and summarized together before the workshops, all of the qualitative and quantitative.

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We had, including satisfaction call volume metrics, and we we did 2 half day workshops, basically customer immersion, equal parts quality, very interactive.

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And in this context their metrics became seen as the lag.

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The consequences of the leading indicators. Of what it was happening upstream in the customer experience, whether positive or and those were highlighted in the journey.

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So I'm gonna talk about one very quick example of how we were able to thicken data interpretation that became this, Aha!

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Moment that just sort of turned it all around. It was around.

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Ingredients, swaps. Let's say that blue apron doesn't get enough carrots that week.

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Ops. Works with culinary to identify a swap, to use based on what's available and appropriate for the recipe ops assumed, based on how they are measured.

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That as long as the swap was made check they did their job.

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Success. But not all swaps are created equal in the customer's eyes.

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Some swaps really impact the value equation more than others. So protein getting tilapia, which somehow people really don't like.

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Instead of salmon makes a big difference to customers.

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Feeling that they get what they got. You know it was worth it, and that they got what they ordered.

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So changing a vegetable, however, not always as big, of a deal.

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So again, not equal, there's a subjective value equation happening.

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The customer definition of full is very different from how Ops thinks about it.

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Knowing this, helped them rethink their swap strategy.

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And what goes into claiming success. And we knew from a tracking survey we did that ingredient satisfaction is one of the most critical parts of the value equation.

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So this one is about a couple of things collecting data from different customer facing listening channels to create one source of truth about a particular topic, using journeys to recognize performance metrics as lagging indicators, and that the leading indicators live upstream in the details of the customer it helps them do

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the root, Cause, analysis that if you've worked with Ops before they

love doing, they're great at doing so.

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They loved this and engaging the team who will act on the insights so it becomes their insights, not ours.

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Lastly, stay ahead of the ask. This is about, how can we find those moments based on the tension of how hard it is to do some of the more strategic thematic research that we want to do when so much of our research calendars are based on you know product timelines so we're either backing

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out or backing in. I think this one might be the most generalizable.

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Maybe you guys are already doing this, if easy to achieve.

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So I was happy to share this sort of more low hanging fruit.

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It goes back to like, I was, said the tension around.

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How hard it is to find time to do more strategic research.

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So what I would do. And what is the strategic research?

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How easy it is to lose sight of the full picture, like what matters most to customers.

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What are the drivers or root causes of a positive or negative experience?

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Not just fixating on solving problems, but understanding. We're value lies and elevating that.

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And surfacing that, and sharing that to say we need to do more of this.

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So it's not just diagnostics and fixing things.

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It's leaning into that value equation. So to help with this, I've had a lot of success doing some very simple things that again, your stakeholders may not be asking for.

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But we can do to build that context and influence strategic priorities no matter what is being tested, use a part of the discussion, guide to talk to customers as whole customers in every discussion guide, add a small number of intro and outre questions that are kept constant for a number of months while doing

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a series of in-depth interviews or user testing things like what makes BA worth it.

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What did BA replace? How's that? Comparing?

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How's it going? What's hard? What's easy?

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If be, here's a great one, if BA. Were a friend or family member, who would they be?

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Really reminds people about the whole. The persona of our brand to to our customers.

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Are you like to continue using? BA, yes, that's a metric.

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But then ask, why or why not? So we're looking for macro themes, and because you'll be speaking to different customers based on the survey or the the research you're doing, you know.

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Look for where the themes diverge. Is it based on customer?

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Richard, or something else, because they're a family unit versus a single like.

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Look for those differences, and that will all feed the themes and then we compile these findings with video clips.

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And we create sort of anytime evergreen micro reports.

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I hate calling them reports to share via slack or at an all hands that put the customers back together not chuffed up into little pieces based on our org structure, but based on what part of, or based on what part of the product is being tested but based on them and the value that

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we're delivering them so we're wrapping up here.

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Let's go back to the beginning. Drowning in data a desert of insight.

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Here's the thing. Deserts bloom, too, I believe, right around now in the southwest of the United States.

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This is desert bloom, season. So I hope I've provided you with some inspiration.

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As Jen was saying, and reasons why the practicalities of our practice need to change and how it can be highly rewarding both to the researcher, our stakeholders, and importantly, are organizations and businesses.

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Because that's the end goal is creating that shared value.

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Yes, there's a lot of data out there. Some of it is ours, but we don't need to drown.

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So to do this, let's be the change we want to see.

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Find ways to intervene, to nurture an insights driven versus a data driven culture.

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Let's thicken data with meaning whether it's our own or others.

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Often this will be an active proactive recovery, or even repair, like in the cancellation example, and be accountless for collaboration.

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Use that customer experience lens to break out of the product.

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Silos, and connect the dots in collaboration with your stakeholders.

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Thank you.

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Woo! Oh, that was amazing, Jill! Now you are overtime, but you have a lot of questions waiting for you in the chat from Carolyn, from Thea, from Lisa, from art, from just so many people are trying to engage with you.

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But because we are at time we're gonna have to skip it.

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But I can't thank you enough, Joe. What a way to kick us off!

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Yeah, thank, you.

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That was awesome. Of course. Alrighty, friend. So we're gonna take a 10 min break.

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We'll be back at 8 55 a, M. Yeah, we're on late.

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So I'm just gonna let everybody go. I'll see you guys in 10 min.

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April 55, bye.

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She as me sees.

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Send your our ship rocks!

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Gentlemen, to your magnets, so!

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And travel.

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Wish I could age of cancer to.

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I'm glad.

00:54:06.000 --> 00:54:36.000
Wayside.

00:55:03.000 --> 00:55:07.000
And and.

00:55:07.000 --> 00:55:18.000
And the.

00:55:18.000 --> 00:55:24.000
And.

00:55:24.000 --> 00:55:33.000
The and.

00:55:33.000 --> 00:55:44.000
And hey, mama, to me, come and love you, Daddy, on the hey?

00:55:44.000 --> 00:55:51.000
All right.

00:55:51.000 --> 00:56:00.000
See me girl with all right. She knows all right. Hey? Hey?

00:56:00.000 --> 00:56:17.000
Hey! Hey! The tell your mama! Hey, Paul, I'm gonna send you back to
Afton Sample. Yes, ma'am, you don't know right.

00:56:17.000 --> 00:56:28.000
Don't do right.

00:56:28.000 --> 00:56:39.000
Okay, a and.

00:56:39.000 --> 00:56:50.000
When you see me in misery. Come on, baby, see?

00:56:50.000 --> 00:57:10.000
All right. See the girl with the rat. That song she can do the oh,
yeah, what I say, all right.

00:57:10.000 --> 00:57:18.000
Whoa! Tell me what I say. Everyone back now.

00:57:18.000 --> 00:57:22.000

Say, the.

00:57:22.000 --> 00:57:27.000
Everyone.

00:57:27.000 --> 00:57:30.000
Said.

00:57:30.000 --> 00:57:34.000
The.

00:57:34.000 --> 00:57:42.000
Want to know that I won't know that 9 one of those.

00:57:42.000 --> 00:57:51.000
My head. Okay, da da da.

00:57:51.000 --> 00:57:56.000
Win by. Wait! Hold on!

00:57:56.000 --> 00:58:01.000
The, a.

00:58:01.000 --> 00:58:09.000
Hello! And.

00:58:09.000 --> 00:58:12.000
Come on!

00:58:12.000 --> 00:58:18.000
One of.

00:58:18.000 --> 00:58:20.000
Mo, does.

00:58:20.000 --> 00:58:27.000
A!

00:58:27.000 --> 00:58:40.000
Oh! Oh! Made it!

00:58:40.000 --> 00:58:51.000
Me there's nobody. And, for example, 48.

00:58:51.000 --> 00:58:58.000
The.

00:58:58.000 --> 00:59:05.000
Oh! So!

00:59:05.000 --> 00:59:16.000
Man said, we don't run.

00:59:16.000 --> 00:59:24.000
Hello should get man! That man!

00:59:24.000 --> 00:59:28.000
Exactly.

00:59:28.000 --> 00:59:31.000
Said that.

00:59:31.000 --> 00:59:34.000
Said that.

00:59:34.000 --> 00:59:38.000
Fill out my money.

00:59:38.000 --> 00:59:44.000
My!

00:59:44.000 --> 00:59:53.000
Back all right, you know. Hello!

00:59:53.000 --> 01:00:03.000
Alright! Alright! Alright! Alright!

01:00:03.000 --> 01:00:06.000
Hey! Everyone! Welcome back! It's exciting to be back.

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I love Ray Charles! What a way to get into the break!

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Alright, so because we are still running a little bit higher, we're gonna hop right into the next session is my honor to introduce the main stage, ours Belgian and Dr.

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Arizona, ours Belgian helps. Teams use human centric approaches in product development.

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He LED the experience design in front and development teams at guarantee Bba managed digital product teams at Lola, Flora and Montese and worked as a Ux planner at Intel.

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He is currently teaching research methods at Kadir House University in Istanbul describe as a modern day customer focused Sherlock Holmes,

Dr.

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Ari, Zelmanau helps Businesses uncover clothes that enable businesses to experience predictable growth, adapt to unpredictable conditions, mitigate risk, to minimize losses, move faster than the competition, increased value for the business and customers rs. And Dr.

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Zelman Al welcome to mainst. We are so thrilled to have you.

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Hey!

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Hi, Robin!

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Hi! Now are, are you Turkey? Oh, I'm sorry to meet you.

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Thanks a lot for then. Yeah, I am in, based in Istanbul.

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What? Oh, wow! What time is it? There?

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It's 70'clock Pm.

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My goodness! Well, good evening. It's great to be with you.

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Thank you.

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And what about you, Ari? Are you in Turkey?

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I am in color Colorado, right outside of Boulder.

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Oh, goodness! We are just going across morning. Anything here now do either of you have slides to share.

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We do not.

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We are!

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Okay. Well, the whole gang is here. We have all the tools we need.

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Thanks a lot. Bria. So yeah, aria.

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I'm gonna let you both take it away.

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And I night and day about research democratization. Thank you for joining today and taking your time to listen to us.

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But we kind of set you up today because this is not going to be a debate.

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We are not going to have a, you know fight. This is not going to be like an Mma style discussion.

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Aria and I. We are both representing the Polish sides of this democratization debate, but we don't really want to talk about those extremes, because a lot of those topics have been discussed.

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You know, quite extensively if you haven't read about demorphization before, you probably have heard about these people who are pro democratization say that democratization helps bring down silos.

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It helps people do like get by. In, you know, throughout their research projects, people who are claiming for democratization say that it creates a more inclusive environments, creating opportunities for people who want to.

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You know, move into research people who are arguing against democratization claim that the quality of research suffers.

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When you let people who don't have the research skills do research delivery research or facilitate research, they claim that the value of researchers get watered down when you actually share some of those skills with the wider wider community and as you said, like these ends have been discussed before

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and let's face it. Democratization of research has already happened.

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So, instead of covering these polarities and creating this black or white situation, we want to focus on the middle today because the middle part is that exciting part.

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That's where a lot of those nuances make or break the projects.

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Those nuances make or break the people that are part of those projects, and that middle part is full of these interesting, exciting, and sometimes quite poignant examples for us to learn from today.

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We're going to start by quickly going over these, you know polar sides and giving you an overview and then we're going to talk a little bit about this demo democratization word.

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Then we're going to use. Choose real scenarios from real companies.

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And discuss how 2 people having different lenses on this democratization issue, view those problems, and, you know, come up with possible solutions and then we're going to push you a little to leave this debate about democratization behind.

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And advance the research. So Ari has called democratization research, democratization, a dumpster fire. Is that how you think about that? Are you?

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That's really funny. So thank you, Ross, and I'm excited to be here with you.

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Honestly, I guess I was trying to soft pedal when I said that.

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I think democratization is worse than a dumpster fire.

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I think it poses an extinction level threat to the field of research as we know it today, and should be a particular concern to researchers democratization is the Trojan horse that poses as fairness for all.

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But is really a cover for the devaluation of professional researchers.

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Researchers. Research should be one of the most valuable functions in business, but it isn't researchers should be senior consultants that help the business make more informed and less risky business decisions, but they are instead, researchers have limited impact researchers.

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Are debalued, researchers are invisible. Don't believe me, look no further than the headlines layoffs and cutbacks are disproportionately imminent.

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Research teams or the impact, or even consider the impact that research is having on individuals.

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So I read a post on LinkedIn the other day from Levi Warville, who LED research at serious Xm radio that said quote real talk.

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I never thought I'd be unemployed in Ux research this long with my experience in history, feels like, maybe it's time to find a new career path.

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These are not the signs of a healthy profession, and democratization is a symptom of what has happened to be crystal clear though it is not the cause, but a symptom.

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I want to dive into some of the issues that we haven't really dived into.

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But I first want to give you a chance to respond to anything that I had just mentioned about research, about the demise.

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The Dumpster fire is!

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The Trojan for horse, I think, is is a map metaphor, a lot of the things that we are doing in the name of democratization.

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Even with the best of intentions, can create these terrible, you know aftermath, and maybe, like, as you said, the symptoms, I am very sorry

that people are losing their jobs just because someone thought that a tool may replace them as researchers, there was this fantastic thread just a minute

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ago in in the slack channel where I think it was Steve Portugal that said that you know people are confusing the value of research to be just data collection and data collection looks easy.

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And people say, Hey, like, you know, I, I can collect data and to like even as a pro democratization person, I think we have done some of that damage ourselves.

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And we are going to talk about ways to think about, that differently, especially how we can reposition research within the organization to be more impactful.

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And you know, hopefully gain that valuable stance that we all deserve.

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I agree, and what are the things I've really enjoyed in kind of discussing this talk with you ahead of time is, I've gotten to see some different perspectives.

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But what are the things that that occurred to me is that there are some issues that have not been covered on.

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They might not be what people think. So, for example, there are opportunity costs of having non-researchers conduct research when a non-researcher conducts research, they forego doing something else.

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For example, when a designer has to spend time doing research, they can't spend time doing design related functions.

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Now, I'm not saying that research isn't a design related function, but I think we'll get into that.

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There's also the concept of context switching context. Switching takes cognitive energy that could be better spent doing other things.

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It is really hard to judgeuggle a dozen balls.

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It is much easier to toss just one, and then let's talk about this concept of gatekeeping for a second gatekeeping is a loaded term much like the word democratization.

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It's like we are saying. It's like saying we are gatekeeping, non physicians from practicing medicine.

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Immediately people go to this very negative headspace of you're trying to prevent me from doing something.

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The reality is opening the gates and allowing everyone to conduct research is a slippery slope.

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The problem begins when we start making concessions about the value of researchers and research.

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Let's consider the true value of research. Is it the methods, the tools?

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I don't think so. I think the value of is in the researcher, not in the research itself.

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The value of research isn't in the delivery of the method alone.

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It's and it creates a scenario where researchers are relegated to service providers when you go to a physician you don't order a bunch of tests and medicine and IV from a menu you trust the physician to diagnose

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the problem and offer a treatment plan. The value of the position isn't in their ability to poke you or prescribe something.

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It's their ability to solve a problem. Jill just talked about the importance of knowledge and wisdom.

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And we need to be careful and vocal about our value as researchers.

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And finally, there's the condition of we are training businesses, stakeholders, and others to behave in a certain way.

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Look again, no further than the headlines. Researchers are getting laid off businesses spend time and money on the things that they value full stop.

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Now I'm not saying that they never value research. But the B.

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Layoffs are a business level. Behavioral indication that they don't value research.

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And I'd argue that this is in some level due to democratization efforts.

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When we want to change that, we have to untrain behavior before we can train new behavior, and in an effort to demonstrate our value to businesses, we actually demonstrate that we that the value of researchers is in addition to the value of research, now while I've heard

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counter arguments for the things you mentioned, specifically like gatekeeping exclusion in silos.

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I've not heard a counter argument that addresses some of these other issues that I brought forward today.

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And I think that's why we are having this discussion together.

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Espionage in an interactive format with the community cause most of the counter arguments, I believe, rest in that grace.

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Space. Take the take what you mentioned about taking the time of the researcher from doing research to something else.

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Say, training people unless they want to train others, which I think is problematic on its own, which we are going to be hopefully talking about today as well.

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There's actually, you know, that costs that you're missed utilizing.

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You're not using the researcher in this, you know, position.

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That was rightful to them. You're not giving them the place to show their advantage, but on the other side you can also argue that by actually exposing some of the inner workings of how we do our job businesses can understand how we actually you know perform and achieve what we do with that close

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specialization box. We kind of become the bottlenecks, and we become the, you know, slow-moving lane in a lot of the projects that do not need those slow moving lanes.

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Kristen had this fantastic distinction between the intuition thinking, and analytical thinking.

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I think we both need that. But if we, as researchers, claim that we want to be the bottlenecks on everything, I think we are going to do a disservice to people who actually have specialized that right way and I challenge that when we say researchers shouldn't be doing anything but research.

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I agree with that. I think another issue that has surfaced is the availability, and ubiquity of research tools. Today.

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And people can flating, using the tools with conducting research.

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And I think that that creates a level of challenge that has yet been unaddressed.

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Today, I think that those tools create a world where we have research.

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More generalists conducting research. And I think having researchers who are not acting like speakers like consultants is the problem.

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They remain too focused on conducting research rather than the

strategy of the application of research, which is something.

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Joe also really poked at. When researchers are able to do this, when they they will shift from being invisible researchers to invaluable consultants.

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And I think showing that is quite important. And as you said, some of the pro democratization practices have made that harder than it.

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What it should be. I want to take a minute and talk about this word democratization I really don't like that word.

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The word democratization comes with such an unnecessary baggage that it makes it really hard for us to have a you know, good discussion, and it really is hard to mean what we wanted to mean.

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I live in church, you know, near Middle East, and when we say, Bring democracy here, it really means something terrible.

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I mean it implies violence, it implies incompetence.

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It implies questionable outcomes. It's just not what we mean when we say, you know that marketization.

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When I train teams that speak Turkish I feel a lot better about talking about this topic, because the word that we use is Aigenlash derma, which essentially means spreading things out making things accessible.

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We had this fantastic thread on the conference.

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Slack community, slack and Spanish researchers and Italian researchers suggested the word is making things accessible almost like bringing it to the people.

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Are these words perfect? I don't think so, but at least they don't have that emotional baggage that the word democratization has.

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So if we do one thing today, I say, it's getting enough.

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This word. It doesn't mean that we want to get rid of share.

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You know our expertise with others. It doesn't mean that we are closing the doors, but that way doesn't really mean what we want to mean.

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And it is hurting our discourse. What do you think are?

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I agree with you completely, albeit for different reasons. I think the word democratize is misleading.

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From a different angle, much like gatekeeping.

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It's a loaded term. If we take out the negative connotations of the word from the global perspective.

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And just view it from our ethnocentric Us. Standpoint, saying that you are anti-democratisation paints a person immediately in a negative connotation, makes it very difficult to have that kind of conversation and argument.

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It's like saying that someone who eats steak is anti-imm.

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But this is a this is common in this argument, even in the description.

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For this talk that we're giving today the pro-democratization side was characterized as the defender and the anti-democratization side was characterized as the detractor.

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When you attach words like that, you attach meaning, and as you've done a really good job of illustrating sometimes the meaning isn't what you want the meaning to be if we look at the definition in the English language of what it means to democratize something it is the act of making

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something accessible to everyone, which is exactly what you described. But my questions run a level deeper, make what?

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Accessible to everyone. Are we looking to make data available to all insights, tools?

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This also begs the question, What is research? Is it usability, testing?

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Is it just talking to customers? Is it the gathering of any data?

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How are we defining it? It is ridiculous to assume that those of us were opposed to the democratization.

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Do not believe in data, driven decision making, or that we take the position that designers, product managers or marketers shouldn't be conducting some level of analysis or tests on their designs or the things that they're launching into the world through experimentation or otherwise it's a gross

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mixed characterization of the argument as a detective I learned and embraced the importance of definitions.

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A crime isn't a crime unless it's defined in a specific way.

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It is imperative that we start this conversation with a shared understanding of the words we are using, and we should start from a place of logic.

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And let's not fall. Prey to the argument, to moderation, or the fallacy of the mean, and assume that some compromise between 2 positions is always correct.

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In some cases one side of the argument is right in other sides the other side is right, consensus, as Margaret Thatcher famously wrote, is the process of abandoning all beliefs, principles, values, and policies in search of something to which no one believes to what no one objects when we seek to

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placate stakeholders in search of consensus, specifically, in democratization, we all lose.

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I am open and even embrace ubiquity. But I think we need to define what all of that means.

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I think definitions are definitely helpful to keep track of, like where we want to land.

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And, as you said, like this is not a debate like this is not a geared towards finding something in the middle, where, like all people, lose instead, you know those depths and nuances, I think, are the things that we as a community should be focusing on and one of the things that I want to you know

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highlight in that discussion is just using that, you know.

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Misdefined word democratization to mean something within the within the community.

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You are raising. Very valid concerns, but because we are using just one word to represent these, we're not able to discuss that.

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And I think we're breaking out as both sides of the spectrum, because a lot of the other professions have already democratized practices they don't freak out because they just don't call it that way.

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We all know how to make budgets, but you know our our accountants don't throw the attention and say, Oh, I you know democratize finance is going to end, you know, and it's all we know how to change the layouts in word.

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We don't have like graphics designers having, like, you know, pits around all like, you know, our, you know, our values being lost because, you know, we're just democratizing, you know, graphic designs.

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That is far from that. And I think, using that one word or that any other single word for these is a danger, and it's flattens that discussion.

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It actually impacts us, you know, in a very negative way, youbiquity, I think, is a is a nice choice that you had.

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I was thinking about maybe more tolerance, tolerant research, as in more tolerant of errors that are done by people who are not, you know, researchers more tolerant for lower quality at the expense of speed maybe more tolerant for people who want to come into the area, of

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research, and like, you know, grow there another word that I think we should erase is, you know, evangelizing.

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Research. And you know that is also very, very loaded. I hope we are past that as a community, Ali, would you like to keep on with with the first scenario that we are going to cover today?

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Absolutely so. One of the things that I think we should take is take this conversation into the real world.

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So let's let's present a scenario that exists in the world today.

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I even have the scenario happening in the country.

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Let's say you work in a company that does not have enough ux research resources.

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Someone, and the argument is, someone is going to do research.

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A. So in thinking about this, let's start with the first order problem.

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And people aren't going to like it, but it's the reason the company doesn't have enough ux research resources is that they don't value research companies like people pay in time or money for the things that they value.

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If they aren't investing either of those, either time or money, they don't value research enough.

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Now look no further than the headlines. Again, researchers are being wet.

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It's a matter of value, unfortunately, and I I really do hate to be the messenger here, but I think we need to have an honest conversation here now.

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I have to stop here for a second and stay. I value research. It is why I'm opposed to aoding with a democratization.

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I'm also not opposed to the things that you're talking about, and I don't think people who are opposed to this word of democratization are necessarily opposed to having people with guardrails or certain operating models conduct certain types of things.

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I think it's all part of a risk profile.

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It can stop there for a second.

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The value is in research, the researcher, not in research itself. Go ahead.

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I want to just like roll back and like highlight, that you may be like Ari and against democratization, as defined today.

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But that doesn't mean that you are hoarding everything, and I think that is, that is the wrong assumption that we have in the community.

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Just want to tie that that please carry on.

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For sure. And so I think something that we need to call out right now is the value, is it? There's a value of research.

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There's a value in researchers, and there's a value in.

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And those are not like mutually exclusive, necessarily, but they're

not necessarily separated either.

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To change the perceived value of research, we need to increase the perceived value of researchers with that the next problem, with allowing anybody to do research is that quality suffers.

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And you mentioned it in the beginning. But I think I wanna go to talk about the quality we need to talk about researcher as a noun versus research as a verb.

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If you think about it, research is both, it's a verb.

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And now we all learn to conduct research from grade school and an early age, but not everyone becomes a professional researcher.

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So what is the value of research? It? Is it in the ability to conduct tactical research activities?

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Or is it the more advanced function? As Jill talked about of connecting the dots developing a point of view catalyzing, intelligent business decisions, tactical?

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The majority of research impact comes from the founding. What I call the foundational 5 interviews, basic surveys, desk research and Kara and Rachel will talk more about that in detail.

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This afternoon. Field observation and usability and concept testing look, these methods are not complicated a non-researcher can learn that it is literally how the research tools industry became a multibillion dollar industry.

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It goes without saying, these tools benefit. If more people can use them.

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But I don't think that the value of research comes from the methods.

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I think it comes from the consultative relationship that an expert practitioner has with stakeholders think Mckinsey Bain, Bcg.

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Consultant for the business. The goal is to use research.

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Thinking and tools to solve business problems focused on growth value, adaptability, risk and speed.

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No, I'm not obtuse to the fact that the solution to this problem is elegantly simple, but deceptively hard.

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We have to reposition research and the positioning of research doesn't live in the mind of the researcher.

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It lives in the mind of the stakeholders, redefine research and researchers, and then, and only then, will research move from invisible to invaluable.

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The I agree with you. This is not like, it's not the simplest and the most straightforward solution, but it is at one side.

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It's the this actively simple. 2 things that I caught in your arguments about you know how this company, or like companies in this class, might work, is repositioning, and that training.

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I think we have seen a lot of cases where a team is super excited about.

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You know, research, or they have decided to get rid of the research team.

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And they say, now, like, you know, I'm going to do research, and I'm going to do it anyway.

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And even as a pro democratization person, I find this very, very dangerous cause.

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It's almost childish, I mean as a child. This implies a certain lack of care.

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With certain lack of care towards qualities, certain lack of care towards user safety, certain lack of care towards how people like what people get out of this, and what decisions they make.

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It certainly lacks that, you know. Awareness. But, on the other hand, this is super like being.

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This level, like having this level of carelessness as a child is super fun, like you say, oh, like, you know, we just did a user test.

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Oh, you know, like a research of borrowing. Yeah, we just ran an insights.

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Jam like, covered everything with toasted, and I think that's very, very dangerous.

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Unfortunately, there are a lot of researchers who were tasked to keep these children happy at work, and this shouldn't be researchers.

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Responsibility on day one Lisa shared terrible stories about you know how she had to fill in multiple roles, and I think this is one of those, and I would say one of the biggest areas where researchers are being pushed to take on responsibilities that they shouldn't be taking is as you highlighted.

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You know, training is. It's both good and bad. We train ourselves to be trained pro researchers.

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But there's also the training that we, you know, happen to just experience on the job.

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And I think there's a difference between that the training that we should receive on the job, or that we share on the job is different than a full-on training program.

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Backed by governance, you know, with the incentives that aims to grow researchers.

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And we are researchers we don't have the training to do that.

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We don't usually have the remit to do that for the on job training.

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I think we're just very humble when we, you know, have to do that, especially in quality studies.

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It almost happens magically right when we take someone who is new to research, to an interview and we give them the right scaffolding, or, as you said, the right guardrails.

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They just come up with this enlightenment about, you know. Oh, my God!

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Like is this, how you actually talk to users? You don't ask them what they want or like.

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Hmm!

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You don't ask them what they you know, which one to pick.

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That is an enlightenment that just becomes. It's just an actual part of, you know, conducting good research.

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And I think, even as today, like even the most senior researcher has that moment of enlightenment.

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So that's like a side effect of actually just like doing research.

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But there's also a bitter truth to this type of on the job teaching, and I think we should be honest with ourselves.

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We sometimes choose to train other teams to contain the damage that they're going to do.

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If you're just letting them loose, we sometimes purposely do that.

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In a very focused way the guardrails that we give them become too

tight because we don't want to clean up after someone does something stupid.

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This is definitely not training. No one that has a trainer, you know, remits in responsibility would do such a shallow training program, and in doing this, while we may be helping ourselves, we should be aware of the fact that we are probably putting an artificial wall around others that are trying to grow in

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research. So while there's, I think, some value in training others, we should be honest about why we are training them, and whether we are actually impacting them on on the long run, I wanted to save you things about positioning and training as well.

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But I wanted to say, if you want to add anything already.

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What I wanna add about training. If there's a few things one I think you would address it.

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Training is a different job function. If you're expecting researchers to train others, that's not.

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That's a different job. Being a teacher is a different job than being a researcher and the second thing I want to talk about is this idea of like hitting a standard.

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Hmm!

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So people can learn how to do research, or they can teach themselves.

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But in education there's something called formative and summative assessments, and these assessments test your knowledge along the way, and when stakeholders or other people just pick up research methods and just apply them without any thought or care they're not there's no assessment, to make sure

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that they're doing it right and so they could be reinforcing bad behavior.

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Yes.

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And so I think there's there are some inherent risk in having that.

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Those types of things introduced into the equation.

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And that's all I'll say to that.

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That is interesting, because, like having no checks is, I think, important.

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So let me roll what I was going to say in our next scenario in this scenario.

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Let's imagine a company who is keen to start, you know, using formal research methods. But they're on the fence to hire researchers.

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Maybe they. You know, they like the concept. Maybe they believe in the value.

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Maybe they don't know where to start. Maybe they want to start, but not yet, and you know there, this is a different case.

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Than you know, a company that actually wants to do. You know, research and like doesn't really value research as with their actions.

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In my opinion, my experience, this is mostly the startups they want to do research to get rid of that uncertainty.

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But they're still trying to figure out how to do it.

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But it's the most valuable thing that they can do, because they're small.

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And they can actually, like, radiate out all of the you know.

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Goodness that a good research has, and I think in those scenarios democratization definitely helps.

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But there is no way for that to check what you describe.

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They're like methodological errors. Whether, you know, they actually talk to the right people or not.

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In that case they definitely need as external help either a researcher coming in, coaching them, entering them, or a training program, but repositioning those researchers within that company is also tricky.

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Unfortunately, there are cases where we see the researcher coming in, and either having to act or reposition themselves to make the company feel good about mediocre research.

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Instead, people who are advocating for democratization within any sort of company should be positioning themselves to highlight the value of research.

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Maybe at a strategic level, maybe at higher levels than just people you know, doing simple studies again.

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This doesn't mean that we are all going to be doing our strategic research one day.

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But our goal to disseminate this information shouldn't be making mediocre.

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The norm. Instead, we should be pushing that envelope.

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And, as you said, without guidance, that is not possible.

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Today, you know, up to this day the most impactful approach that I have seen is, you know, the justice of research concept from Erica Hall.

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We have covered that a lot in our book as well so we challenged the

notion that research should be this like super long, arduous, you know, insanely detailed approach to learning and experimentation.

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Another word that we should be, you know, avoiding. But unfortunately, you know, those are not easy to to establish all the time, especially in startups.

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I agree. I think some of the other issues can be addressed if we jump into a second scenario, where a company might be keen to start using formal research methods.

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But they're on the fence on when to hire a professional researcher.

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No go ahead!

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And I think I was going to say that is similar to what I think.

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We haven't experiencing with startups, but when they want to hire researchers they should have that awareness.

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You highlighted the 5. You know, fundamentals that you know they should be, you know, covering, having that awareness is something that you need to have.

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If you want to hire those user just and positioning them, you know, correctly, coming back to like that, you know, just in good research.

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Maybe one thing that they could do is to, you know, start exploring other ways of integrating research within the company.

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You think about where they would report? Do they report to a CTO. Do they report the product?

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Do they report directly to the CEO? Those are all questions that Danie to answer when they try to reposition the the research, capability.

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And again, like this, doesn't you know, absolve them of all of the methodological problems that they may ensure?

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But I believe that it's a good start, because it's a start for everyone within the company.

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Yeah, so I think it ties back to what you were talking about.

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What if the startup founders talked to the wrong sample of 20 users so they've read a book, and they've decided, is that is a bad sample better than no sample.

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So years ago, I was in a tattoo shop and assigned above the cash register, said a good tattoo is not cheap, and a cheap tattoo is not good that this discussion made me think of that good research is an investment which me brings me to 2 critical points in

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medicine. There's a concept called informed consent means, so someone has the right to refuse treatment after being informed of the risks and consequences of doing so.

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Businesses need this when it comes to research being informed of the risks and consequences of using non-professional researchers or risks and consequences of do it yourself.

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Type methods, because the purpose of research is to make less risky business decisions.

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Hmm!

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We de-risk decisions consider moving day right? You can do it 2 ways.

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You can hire a company, or you can do it yourself.

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Both cost you something. One cost you more money, but professional movers hack your stuff.

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They carry your things, the other costs you more time. A broken back, and being in your friend's debt for helping you lug your stuff down 4 flights of stairs.

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The point to making here is that there are costs either way.

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The costs are either in time or the costs are in money, and the chance of broken stuff.

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So I think those considerations need to be taken into into consideration when when you're thinking about, do it yourself, or teaching others.

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The problem with these teaching methods, or the books or the things that teach democratization is that they're very pro.

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You can do it kind of like in that Adam Sandler movie.

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You can do it in, in, in the real world. They need to say you can do it.

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But here are the risks of doing it. Here are the problems I could have by doing that.

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I think the next thing that comes to mind as part of this is epi trinket in the hunger games that made the odds be ever in your favor, and when you jump into doing research methods without any any affordthought about the risks and the calculus associated with that decision may

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the odds be ever in your favor.

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Yeah, so like, I mean, I agree about that tradeoff.

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I mean is that, as I said, I use that sentence.

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Yes, everyone can do it, and you know there's a lot of you know, subjects that's go like, you know. Oh, by the way, here are the tradeoffs.

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And these are the things that you should really do. So there's definitely that trade off. That trade-off is hard. But here's the, you know, Flip side of the coin when we say you know, there's a certain way of doing research.

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We are actually taking away the that you know, decision, power, or maybe, you know, pull it away from people who are going to make that decision.

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Maybe there are cases where the company is going to say I am fine with taking risk on this side of the spectrum.

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Other companies may say, Thank you for enlightening me I'm going to take her to school on this side of spectrum.

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I think, as a community, the one way of you know, solving and addressing this problem isn't actually fromoning up on people who are trying to take sides or trying different types of, you know, trade-offs in those situations, but to support them.

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I would argue that supporting people with learning, teaching them about.

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You know, research sharing skills and even like taking them to a next level is going to be the right way to move forward.

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But while in doing that I should also be honest, because when we share our skills and when we try to grow people and to be researchers on the job, we are probably creating problems with people, especially junior researchers, maybe new grads who are trying to get into the field they have the specialization that you know the

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research skill. They search needs people who are not researchers have some of the, you know, contexts that they need.

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And I think we should be comfortable with that tradeoff as well.

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Do you want to add anything to that? Are you?

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I think the only thing I would add is that accepting risk requires that informed consent that I talked about business needs to make that decision.

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I think that part of that risk calculus about when somebody else should be conducting some sort of research or, however, we define research, should come with an understanding of the risk profile of that.

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So, for example, less risky business decisions, might not require the strategic thinking of a professional researcher.

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Yes.

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And again I want to call out that professional researchers and research are different.

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I think professional researchers should be the conciliarity to the business they should be the Tom, Hagen to Don Corleone and the godfather, or the right hand to the King or Queen in G of thrones.

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They should be the senior advisor, the job of researcher, the job of a professional researcher isn't the going out and collecting of data and bringing it back to a business for others.

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It's going, getting data sense making with that data, developing a point of view and helping the business make a better decision.

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The the right end of the king. The strategy is is very important, and I kind of want to end our discussion today with with an example of, I think we all want to be valuable, and any person who works in a you know respected profession wants to feel valuable but I'm afraid as

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a community, we are having different ideas about what it means to be valuable in some research circles.

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There's this strong emphasis about how researchers should help finding game-changing ideas, you know, spending time at the strategy level.

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That's not wrong, like we should all be aiming for that.

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But it becomes a problem when we start saying, Oh, you know, we're to run these simple usability tests all like, you know, we have done our, you know, surveys when we were, you know, when we were just new graphs.

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That aspiration to focus on only new, better, shiny, higher, elevated programs are exclusionary and I think it's driven by, you know, big egos.

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And I think ultimately it is just very unhealthy heroism, thinking that we can save everyone.

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So, instead of trying to shoot for the stars every time that we do research, I suggest that we focus on just the moments that we learn how to coexist with our colleagues and accept that we may never find the revolutionary idea in our carrier and still be great valuable researchers we want

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to thank you for your time in joining us today, and we would love to get some questions that you had on slack. Thanks a lot.

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Yeah. You have so many questions. I think they're like 15.

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Okay.

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But let's just dive in as many as we can get into in the next 5 min. The first one is from Sarah.

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How do we advocate for research and executive leadership I've reported up to both product and design works.

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And honestly, I would much rather report to product which values and relies on data for decision-making than design.

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Where, in my experience, research was treated as a little brother of designers and forced into tactical boxes rather than as a strategy partner.

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How do we advocate and get research in its own, or with an executive view?

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How are you doing? Not start with that.

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I built teams like that a few times at panasonic at A, quive where we reported directly to the cheap oak operating officer, and it comes from elevating the value of research.

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We have to reposition researchers to be senior consultants to the business.

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The Bin, the Bcg. The Mckinsey consultant to the business, and part of that comes from the way we present ourselves, or bring ourselves.

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So how that has to happen is 2 ways. One is we can continue to try to educate design and product stakeholders.

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That's challenging. The second is researchers. We need to raise 3 areas in our in our professional development spend a lot of time talking about methods and tools that's IQ, but I think we need Eq which is, how do we work with others?

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And then we need Oq. Which is your ability to make things happen within an organization and some of that comes from the way we bring ourselves into an organization and present a point of view.

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And the way we are developing insights quickly. I'm going to give you an example.

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In most days the recommendation slide is buried 7 slides in, because we start with a cover slide.

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We have a method section. Then we'll talk about sample frame.

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We'll talk about research questions and about by the time we get to the seventh slide by doing that, we're focusing the conversation on

the methods we're using and bringing that into the conversation rather than the forward thinking what decision should the business be making positioning ourselves as the expert who brought the data to

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the party. Let's talk about what we're going to do with the data.

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Now, or us?

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Absolutely so. I have been in a case where I had to like change locations within the organization, and the way that we did it with our team is that we just did research without asking anyone.

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The reason. Like, if you're in the wrong box, if's clear evidence that that organization doesn't know what you're doing, so do what you're supposed to do, create that value and as I said, don't just I mean of course, methodological correction is baseline fundamentals.

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For us but the you know the way that we started presentations was like, Hey, title!

01:41:33.000 --> 01:41:39.000

Here's what we're going to here's what we're going to talk about today. This is what we have seen.

01:41:39.000 --> 01:41:40.000

We'll tell you what we think, and then you can tell us if we are wrong.

01:41:40.000 --> 01:42:07.000

So don't ask for permission to do what you are good at, so don't ask for permission to do what you are good at, and you know hopefully the organization will understand where you are.

01:42:07.000 --> 01:42:08.000

The great advice. No, I love that. That's so smart.

01:42:08.000 --> 01:42:11.000

Okay, so other questions. Next, one is from Carolyn, how do we position research expertise? How do we measure and assess it?

01:42:11.000 --> 01:42:19.000

So that we and our partners recognize it, which is, I think, the perfect double-click.

01:42:19.000 --> 01:42:20.000

Into the last answer you just gave.

01:42:20.000 --> 01:42:21.000

There, I would say. There are a lot of you know.

01:42:21.000 --> 01:42:24.000

I think Mike's, you know Mike's presentation yesterday was a very interesting take on Roi calculation in terms of elimination.

01:42:24.000 --> 01:42:42.000

You know, we can talk about different ways to measure. I think it's less about measuring, but more about demonstrating impact as soon as possible, because measurements also, I think fuels, those egos, because we will just find a Kpi that will make us feel good we'll we'll make sure that it is medium

01:42:42.000 --> 01:42:48.000

article worthy will pump it up. We'll do presentations about it, and no one at the company will actually have any impact.

01:42:48.000 --> 01:42:56.000

So. I am not a big. I can't say that I'm a big fan of those, you know, measurement frameworks, but impact, I think, will be visible very sadly.

01:42:56.000 --> 01:43:20.000

This is a proxy, but when we see seeing layoffs in the headlines, I think that is a good kpi for us to, you know, to run for what would you say?

01:43:20.000 --> 01:43:21.000

No!

01:43:21.000 --> 01:43:25.000

Yes, I agree with you. I think that look. The businesses are speaking with their money like we talk about.

01:43:25.000 --> 01:43:37.000

We teach companies how to make better business decisions about how to market, better, how to build better products and we would say that if people aren't buying your thing, there's a problem.

01:43:37.000 --> 01:43:38.000

Yeah.

01:43:38.000 --> 01:43:39.000

People are not buying our thing. There's 2 levels.

01:43:39.000 --> 01:43:40.000

You have to think about this right research at the strategic level is

not talking about the problems that a CEO or Co.

01:43:40.000 --> 01:43:59.000

Cares about 5 things. Growth company value, adaptability to conditions like, could you have predicted Covid, or what to do with the recession that's upon us, risk mitigating risk and speed to market?

01:43:59.000 --> 01:44:00.000

That's what Ceos care about. It's what they talk about in earnings, reports.

01:44:00.000 --> 01:44:02.000

It's it's what executives care about the level below below might share maybe pirate metrics.

01:44:02.000 --> 01:44:11.000

The problem is that we are implicit. We're leading it to implicit make stakeholders, make implicit connections to the things that matter.

01:44:11.000 --> 01:44:15.000

So we'll talk about things like empathy or customer value, or ease of usability.

01:44:15.000 --> 01:44:37.000

But we need to if we want to be seen as senior consultants we need to explicitly, explicitly connect those to the business the things that a business cares about, and we can do that quantitatively, as we're all kind of talking about here but you we could start by

01:44:37.000 --> 01:44:53.000

doing it qualitatively like. If we fix this, it creates value for the customers, which then creates value for the business, and then look for quantitative metrics or product analytics, or things that align with that, and help prove that case researchers job is to build a story from the data we

01:44:53.000 --> 01:44:54.000

are story builders. Yes, we are storytellers. Tell't tell a story until you've built the story.

01:44:54.000 --> 01:45:04.000

You build the story, and then you tell the story we have to build is okay.

01:45:04.000 --> 01:45:10.000

We are seeing something we're making sense of it, making those connections and then we're delivering a decision to the business.

01:45:10.000 --> 01:45:17.000

When we do that well, it will, it will elevate us, and that that

really is the answer.

01:45:17.000 --> 01:45:18.000

What a great response! Wow! Robust answers, that is only that is all the time we have for the questions.

01:45:18.000 --> 01:45:27.000

But you have literally 8 more questions waiting for you guys to answer.

01:45:27.000 --> 01:45:30.000

So please take a look and slack after this presentation.

01:45:30.000 --> 01:45:34.000

What an insightful discussion! Wow! It was super exciting!

01:45:34.000 --> 01:45:40.000

Thank you both so much for your time and your effort and your energy in the evening and in the morning by Arizona.

01:45:40.000 --> 01:45:43.000

Alrighty! Friend. So we're going into our break. We have a 40 min break.

01:45:43.000 --> 01:45:47.000

During that time. There's going to be a sponsor session from Dovetail again.

01:45:47.000 --> 01:45:52.000

Click on the link below at the if you're on the live stream, this is Zoom Link. Go to it.

01:45:52.000 --> 01:46:00.000

You will see Dovetail there. We're gonna be back here at 1020, A. M. Sharp, where we're gonna be hearing from months ago about women centric research.

01:46:00.000 --> 01:46:10.000

The what, the why and how already, folks, I'll see you in 40 min. Bye!

01:46:10.000 --> 01:46:17.000

Somebody's got the somebody's nailed the door shut.

01:46:17.000 --> 01:46:27.000

The the cheese, and down around the corner. You know I'm lookin from the center.

01:46:27.000 --> 01:46:35.000

The power.

01:46:35.000 --> 01:46:46.000
And you always so glad!

01:46:46.000 --> 01:46:50.000
Make up to see.

01:46:50.000 --> 01:47:00.000
So this guy, right? The.

01:47:00.000 --> 01:47:09.000
The to try.

01:47:09.000 --> 01:47:23.000
You know, Miss, the dumb.

01:47:23.000 --> 01:47:25.000
Land.

01:47:25.000 --> 01:47:30.000
Money.

01:47:30.000 --> 01:47:34.000
Going to.

01:47:34.000 --> 01:47:38.000
Better!

01:47:38.000 --> 01:47:42.000
Know you.

01:47:42.000 --> 01:47:49.000
Get up!

01:47:49.000 --> 01:47:52.000
Hey, dad!

01:47:52.000 --> 01:47:59.000
And and.

01:47:59.000 --> 01:48:08.000
The and and to.

01:48:08.000 --> 01:48:22.000
And.

01:48:22.000 --> 01:48:36.000
Want it so.

01:48:36.000 --> 01:48:52.000
Hey? You!

01:48:52.000 --> 01:49:22.000
The.

01:49:29.000 --> 01:49:37.000
Woke up this morning, shining.

01:49:37.000 --> 01:49:44.000
Lana round paper with me.

01:49:44.000 --> 01:49:46.000
To.

01:49:46.000 --> 01:49:58.000
Hello! To hold on, jaguars dropping the nation.

01:49:58.000 --> 01:50:05.000
Push my soul in a hold cannot follow.

01:50:05.000 --> 01:50:08.000
Watch, my.

01:50:08.000 --> 01:50:17.000
As I was on, and I'm so tough.

01:50:17.000 --> 01:50:37.000
Want to my mind to see. Listen. My yeah, a. A conditions in yeah.

01:50:37.000 --> 01:50:53.000
See what this!

01:50:53.000 --> 01:50:57.000
And.

01:50:57.000 --> 01:51:00.000
Come on!

01:51:00.000 --> 01:51:19.000
That's too loud my mind to see the decision.

01:51:19.000 --> 01:51:24.000
Since I left the road, and I flew out.

01:51:24.000 --> 01:51:28.000
No, that!

01:51:28.000 --> 01:51:36.000
Hey? Come down. Yeah, me?

01:51:36.000 --> 01:51:39.000

This one today.

01:51:39.000 --> 01:51:49.000

Shut up Chinese. All my decisions make it all make the no.

01:51:49.000 --> 01:51:54.000

What this?

01:51:54.000 --> 01:51:58.000

Come on!

01:51:58.000 --> 01:52:15.000

To.

01:52:15.000 --> 01:52:24.000

Da da.

01:52:24.000 --> 01:52:41.000

A da da da da, ha! Ha! Ha! Music is a worldwide with a language.

01:52:41.000 --> 01:52:49.000

With an equal I brought to the naughty god the same dance.

01:52:49.000 --> 01:53:03.000

Just because the record has a groove. Don't make it, but you can bell right away in a when the people start to move, sinking.

01:53:03.000 --> 01:53:07.000

The second.

01:53:07.000 --> 01:53:12.000

The can feel.

01:53:12.000 --> 01:53:21.000

Hey!

01:53:21.000 --> 01:53:31.000

The.

01:53:31.000 --> 01:53:35.000

Hey!

01:53:35.000 --> 01:53:44.000

Nose it is, and always will be, one of the things that life just.

01:53:44.000 --> 01:53:52.000

But here's some music by your time will not allow.

01:53:52.000 --> 01:54:06.000

That's based in Mellis Momo when the King, and with the voice like

Hella ringing out, there's no way to ban.

01:54:06.000 --> 01:54:10.000
You can.

01:54:10.000 --> 01:54:18.000
Leave all sandals.

01:54:18.000 --> 01:54:29.000
The you!

01:54:29.000 --> 01:54:39.000
Can be.

01:54:39.000 --> 01:54:49.000
The, yeah.

01:54:49.000 --> 01:54:55.000
Huh! Hello!

01:54:55.000 --> 01:55:04.000
You can.

01:55:04.000 --> 01:55:13.000
You can, you?

01:55:13.000 --> 01:55:17.000
Move, the.

01:55:17.000 --> 01:55:38.000
Still, leave up. Okay, so different.

01:55:38.000 --> 01:55:45.000
You together.

01:55:45.000 --> 01:55:49.000
Hello!

01:55:49.000 --> 01:56:02.000
So, hey?

01:56:02.000 --> 01:56:21.000
So Hello!

01:56:21.000 --> 01:56:36.000
Me!

01:56:36.000 --> 01:56:53.000
And the.

01:56:53.000 --> 01:57:01.000

I am.

01:57:01.000 --> 01:57:08.000

Lost and lonely every way. The.

01:57:08.000 --> 01:57:16.000

That's all sky up above.

01:57:16.000 --> 01:57:24.000

Yes, I need a little water alone.

01:57:24.000 --> 01:57:32.000

Me too long, and the.

01:57:32.000 --> 01:57:41.000

Got enough awesome. So.

01:57:41.000 --> 01:57:48.000

Bubbly taking up.

01:57:48.000 --> 01:57:56.000

Yes, I need a little, but her love.

01:57:56.000 --> 01:58:12.000

I love. Deep in the ground, but they know what someday baby, when the river on streaks gonna carry that water of love to me.

01:58:12.000 --> 01:58:26.000

You!

01:58:26.000 --> 01:58:41.000

And the tree sit in the, and just a waiting for me to die.

01:58:41.000 --> 01:58:51.000

And the if I don't get some water.

01:58:51.000 --> 01:59:00.000

Love it. Then go here.

01:59:00.000 --> 01:59:08.000

Wire alone sleep in the ground, but there ain't no water here to live someday.

01:59:08.000 --> 01:59:32.000

Baby when the river on springs is gonna carry that quarter of love to me.

01:59:32.000 --> 01:59:38.000

Once I.

01:59:38.000 --> 01:59:46.000

And once I had a woman.

01:59:46.000 --> 01:59:56.000

And once there was a river. Now there's a stone.

01:59:56.000 --> 02:00:03.000

You know it's evil when you.

02:00:03.000 --> 02:00:11.000

War of deep in the ground. But there ain't no water here.

02:00:11.000 --> 02:00:41.000

Someday, baby, when water roll to get. See this. But there ain't no idea here to be pouch someday, baby, and the river on the street's going to carry that water, and and me.

02:00:49.000 --> 02:00:54.000

The.

02:00:54.000 --> 02:01:04.000

Hmm, hmm!

02:01:04.000 --> 02:01:09.000

The.

02:01:09.000 --> 02:01:34.000

You!

02:01:34.000 --> 02:01:43.000

And and and.

02:01:43.000 --> 02:01:46.000

See.

02:01:46.000 --> 02:01:51.000

To be even.

02:01:51.000 --> 02:01:53.000

Say.

02:01:53.000 --> 02:02:00.000

Sit down.

02:02:00.000 --> 02:02:05.000

Even the.

02:02:05.000 --> 02:02:10.000

Just in man' gonna leave you.

02:02:10.000 --> 02:02:17.000
Backed up under the bed.

02:02:17.000 --> 02:02:22.000
Be even.

02:02:22.000 --> 02:02:24.000
Say.

02:02:24.000 --> 02:02:30.000
Sit down! Me!

02:02:30.000 --> 02:02:39.000
You may give.

02:02:39.000 --> 02:02:41.000
Brother, child.

02:02:41.000 --> 02:02:48.000
Overboard, and.

02:02:48.000 --> 02:02:55.000
Simply.

02:02:55.000 --> 02:03:00.000
Sit on me!

02:03:00.000 --> 02:03:07.000
Be!

02:03:07.000 --> 02:03:12.000
And.

02:03:12.000 --> 02:03:18.000
I'll say me a again.

02:03:18.000 --> 02:03:21.000
And.

02:03:21.000 --> 02:03:25.000
Baby.

02:03:25.000 --> 02:03:28.000
Must say.

02:03:28.000 --> 02:03:35.000
Listen on me!

02:03:35.000 --> 02:03:42.000

Man.

02:03:42.000 --> 02:03:51.000

7 days my money home to you. That's right.

02:03:51.000 --> 02:03:59.000

Mercy!

02:03:59.000 --> 02:04:07.000

Simple, a.

02:04:07.000 --> 02:04:12.000

Good evening!

02:04:12.000 --> 02:04:14.000

Second.

02:04:14.000 --> 02:04:19.000

Person.

02:04:19.000 --> 02:04:26.000

Hey!

02:04:26.000 --> 02:04:31.000

Army gets the oh!

02:04:31.000 --> 02:04:34.000

Maybe that's my name.

02:04:34.000 --> 02:04:41.000

Call me! Listen for me, that's how I got my!

02:04:41.000 --> 02:04:45.000

But.

02:04:45.000 --> 02:04:53.000

What makes a man be so foolish? Me?

02:04:53.000 --> 02:04:59.000

Someone just like you.

02:04:59.000 --> 02:05:01.000

The.

02:05:01.000 --> 02:05:21.000

Everybody knows we missed it from every place, but nobody. I can imagine.

02:05:21.000 --> 02:05:50.000

When he lost everything. I cannot come on, and so everything I tell

you.

02:05:50.000 --> 02:05:53.000
Whole thing on him!

02:05:53.000 --> 02:05:56.000
The.

02:05:56.000 --> 02:06:07.000
Mine. They call me Hello!

02:06:07.000 --> 02:06:10.000
But nobody.

02:06:10.000 --> 02:06:26.000
Oh, what hold you? They call me, and can I explain?

02:06:26.000 --> 02:06:37.000
No, I'll never bring me back, and I won't do.

02:06:37.000 --> 02:06:42.000
Now on. Thank you.

02:06:42.000 --> 02:07:03.000
Man.

02:07:03.000 --> 02:07:08.000
Hello!

02:07:08.000 --> 02:07:25.000
The, the.

02:07:25.000 --> 02:07:35.000
And I'm a man. We're a you want to make it to.

02:07:35.000 --> 02:07:50.000
Come on, let's think together.

02:07:50.000 --> 02:08:05.000
And now you never miss. Come on, come on, let's think together.

02:08:05.000 --> 02:08:18.000
The know we may. I got Hello!

02:08:18.000 --> 02:08:22.000
The.

02:08:22.000 --> 02:08:38.000
The the i, i, the.

02:08:38.000 --> 02:08:50.000

I. Now you'll never miss your water Beo. We're under.

02:08:50.000 --> 02:09:04.000

Come on, let me together. When I made.

02:09:04.000 --> 02:09:16.000

Need to stop for a while.

02:09:16.000 --> 02:09:32.000

Come on, let's take, you know, he made, and.

02:09:32.000 --> 02:09:35.000

And.

02:09:35.000 --> 02:09:48.000

I!

02:09:48.000 --> 02:09:50.000

Whoa!

02:09:50.000 --> 02:10:02.000

There's something on my mind. Want somebody. Please please tell me what's wrong.

02:10:02.000 --> 02:10:15.000

You you know, and you.

02:10:15.000 --> 02:10:19.000

And.

02:10:19.000 --> 02:10:29.000

Nothing. You came out of that. Me teach you like you do many such as men did that, and I should be ashamed.

02:10:29.000 --> 02:10:35.000

Nothing!

02:10:35.000 --> 02:10:38.000

Let me!

02:10:38.000 --> 02:10:45.000

You want me to?

02:10:45.000 --> 02:10:52.000

I man!

02:10:52.000 --> 02:10:59.000

And.

02:10:59.000 --> 02:11:07.000

You like you do any touch of command really want to live?

02:11:07.000 --> 02:11:16.000

You think? Come back in.

02:11:16.000 --> 02:11:20.000

I!

02:11:20.000 --> 02:11:29.000

Now you may not.

02:11:29.000 --> 02:11:51.000

And happy me. And what do you and you play your machine work the.

02:11:51.000 --> 02:11:54.000

That ain't no.

02:11:54.000 --> 02:12:01.000

And me.

02:12:01.000 --> 02:12:09.000

Man.

02:12:09.000 --> 02:12:17.000

That yeah, come in.

02:12:17.000 --> 02:12:19.000

Any?

02:12:19.000 --> 02:12:30.000

The New.

02:12:30.000 --> 02:12:38.000

And.

02:12:38.000 --> 02:12:44.000

Love is a burning thing.

02:12:44.000 --> 02:12:51.000

And it makes a fiery rain.

02:12:51.000 --> 02:12:57.000

Found by wild desire.

02:12:57.000 --> 02:13:06.000

I fell into a ring of fire, I fell into a Vernon ring of fire.

02:13:06.000 --> 02:13:13.000

I went, down, down, down, and the flames went higher and it burns,

burns, burns!

02:13:13.000 --> 02:13:35.000

The rang of fire, the rang of fire!

02:13:35.000 --> 02:13:45.000

I fell into a Vernon ring of fire. I went down, down, down, and the flames went higher, and it burns.

02:13:45.000 --> 02:13:58.000

Burns, burns the ring of fire, the ring of fire. The taste of love is sweet.

02:13:58.000 --> 02:14:04.000

One heart like ours mean?

02:14:04.000 --> 02:14:11.000

I feel for you like a child.

02:14:11.000 --> 02:14:21.000

Oh! But the fire went wild. I fell into a burning ring of fire.

02:14:21.000 --> 02:14:27.000

I went, down, down, down, and the flames went tired, and it burns.

02:14:27.000 --> 02:14:33.000

Burns burned the ring of fire, the ring of fire!

02:14:33.000 --> 02:14:47.000

My fell into a burning ring of fire. I went down, down, down, and the flames went higher, and it burned the ring of fire.

02:14:47.000 --> 02:14:58.000

The ring of fire, and it burns, burns, burns the ring of fire, ring of fire!

02:14:58.000 --> 02:15:08.000

The ring of fire, the ring of fire!

02:15:08.000 --> 02:15:16.000

He got himself home made special, you know. It's glass for the sand.

02:15:16.000 --> 02:15:20.000

Feels like a chamber.

02:15:20.000 --> 02:15:24.000

The way it fits into it.

02:15:24.000 --> 02:15:28.000

He wrote a blade up.

02:15:28.000 --> 02:15:36.000

They slap their head against the wall. You never trip, you never stumbled.

02:15:36.000 --> 02:15:44.000

You're talking Spanish down the hall. Sleep your cheese.

02:15:44.000 --> 02:15:48.000

I'm giving my school. If they go home.

02:15:48.000 --> 02:15:52.000

But all it done ain't no one's business.

02:15:52.000 --> 02:15:56.000

Got any blankets for the cold.

02:15:56.000 --> 02:16:04.000

They dimn the light to Broadway. Even the King.

02:16:04.000 --> 02:16:08.000

Never face, looks.

02:16:08.000 --> 02:16:16.000

He's walking Spanish down the tell us, screeching for a blind.

02:16:16.000 --> 02:16:24.000

Punk. Sanders carved it out of wood. He never sang when he got.

02:16:24.000 --> 02:16:32.000

They tried it all, but it never would. Tomorrow morning they'll be laundry.

02:16:32.000 --> 02:16:36.000

Somebody else.

02:16:36.000 --> 02:16:40.000

Don't say goodbye. He's just leaving.

02:16:40.000 --> 02:16:48.000

He's walking.

02:16:48.000 --> 02:16:59.000

I!

02:16:59.000 --> 02:17:16.000

The.

02:17:16.000 --> 02:17:28.000

All same, Bartholome, music was whispered into the I'll bake it to the

machine.

02:17:28.000 --> 02:17:33.000
But Daddy never broke the law.

02:17:33.000 --> 02:17:36.000
Don't tip your hat up to the pilot.

02:17:36.000 --> 02:18:06.000
Oh, take off your watch, even Jesus falling just a little more time
when he was walking Spanish down.

02:18:16.000 --> 02:18:19.000
!

02:18:19.000 --> 02:18:22.000
And.

02:18:22.000 --> 02:18:32.000
I, the?

02:18:32.000 --> 02:18:42.000
Reason.

02:18:42.000 --> 02:18:52.000
Take me!

02:18:52.000 --> 02:19:00.000
The lumps find out, and I found out.

02:19:00.000 --> 02:19:17.000
Wow! Hello!

02:19:17.000 --> 02:19:23.000
She didn't behead away there now she was a hey!

02:19:23.000 --> 02:19:29.000
One way. Ticket. Yes, the.

02:19:29.000 --> 02:19:35.000
Oh, if I'm out, I found out.

02:19:35.000 --> 02:19:58.000
And.

02:19:58.000 --> 02:20:12.000
Hello! Wow!

02:20:12.000 --> 02:20:22.000
Hello! Show me play before I said he was a day, a trip someday,

driver.

02:20:22.000 --> 02:20:26.000

Yeah, it took me so.

02:20:26.000 --> 02:20:32.000

To find out, and I found out.

02:20:32.000 --> 02:20:35.000

How?

02:20:35.000 --> 02:20:49.000

Laughter. Ha! Ha! Ha! Hello! And.

02:20:49.000 --> 02:21:07.000

Jamie!

02:21:07.000 --> 02:21:14.000

Love the sun, who cares that it makes plans grow?

02:21:14.000 --> 02:21:23.000

Who cares what it does since you broke the who loves her?

02:21:23.000 --> 02:21:29.000

Win? Who cares that? And it makes breezes?

02:21:29.000 --> 02:21:45.000

Who cares what it does since you broke my!

02:21:45.000 --> 02:21:51.000

Love, the sun, love!

02:21:51.000 --> 02:22:01.000

Not a. We are!

02:22:01.000 --> 02:22:05.000

The sun.

02:22:05.000 --> 02:22:15.000

Love the rain whoares that it makes flowers? Who cares that it makes showers?

02:22:15.000 --> 02:22:20.000

Since you broke my heart.

02:22:20.000 --> 02:22:27.000

Who loves the sun? Who cares that it is shining?

02:22:27.000 --> 02:22:36.000

Who cares what it does, since you?

02:22:36.000 --> 02:22:43.000
Hello, sun.

02:22:43.000 --> 02:22:58.000
Love, the.

02:22:58.000 --> 02:23:05.000
Love.

02:23:05.000 --> 02:23:10.000
The.

02:23:10.000 --> 02:23:18.000
Love, the song.

02:23:18.000 --> 02:23:27.000
Love, so!

02:23:27.000 --> 02:23:34.000
Me, one.

02:23:34.000 --> 02:23:41.000
So!

02:23:41.000 --> 02:24:03.000
Sound.

02:24:03.000 --> 02:24:06.000
Oh, I'm muted all right, all right, all right.

02:24:06.000 --> 02:24:11.000
Welcome back, friends, it's good to be back alrighty, so it is my honor to introduce to main stage monzie gupta Boe.

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Wait before we do. I know I've been lacking on the jokes, because we've been running a little late today but let's dive right into it.

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Question, did you care about the man that was arrested at the board game shop?

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Anybody, anybody. Apparently he was looking for trouble you get it like the board game trouble.

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You remember? Maybe I'm dating myself. But anyway, board game.

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Yeah, yeah, let's talk about sorts of things are happening this morning as the founder and conform monte partners with organizations to help them incorporate a women centric design lens across products programs and processes.

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She is the creator of women, centric design, a methodology focused on intentionally and actively designing, and and for women, Monsey, welcome to main stage.

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We are so thrilled to have you today.

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Thank you for having me. Can you see me?

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Hi, friend, this is not our first time meeting either. It's great to see you again.

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So nice to see you again. Thank you again for having me.

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Oh, of course. Now, do you have any slides to share this time around?

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I do, and I'm gonna do it right now and then.

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You can let me know if you can see them.

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Alrighty. Yup! All right. Your slides look awesome.

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Perfect.

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You look awesome. Take it away, momsee.

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Thank you so much. Good evening, everyone from Edinburgh.

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I'm so excited to be here today and share my story and my work with you all.

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So back in January of 2019, I had quit my job.

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After working many years at the intersection of social impact, design, research, gender and international development.

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And as I reflected on what I was curious about doing next, here was a question that continued to emerge in my brain.

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What exists at the intersection of women, design and research.

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I'm curious what comes to your mind when you see this question.

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Throw your thoughts into the slack. So for me, honestly as this question was emerging, it was throwing me off a bit no design had been my craft for years, and working with and for women a passion for even longer.

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So the question itself wasn't a but what was kind of unnerving was that I didn't really know what this question even meant.

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If it was valid to ask, and so I dove a little bit deeper into where it was coming from.

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Having LED several projects that were focused on women in financial inclusion, reproductive health care, and I was realizing that all my projects were showing existence and persistence of similar barriers that women face across domain industries geography and more.

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And yet we, as project teams, were not going in in form, we weren't taking the opportunity to learn from the commonalities and to build on them.

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I realized that even on women's focus projects women were being forgotten about. So the question I was really trying to answer, what's how can we not forget about women?

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Rio gave me a wonderful introduction. Thank you, Bria, but, as you know, I'm Bunsy, and as the founder of unconform, I spend a lot of time thinking about the intersection of women design and research or

it's lack thereof, i've spent many years as

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a designer leading women's focus projects and social impact.

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And I'm on a journey to find out why is it that we forget about women and what becomes possible if we only start every project by asking, What about women?

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But before we go any further I want to speak to the word in the room.

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Women, I say, women over gender not to be intentionally exclusive, but rather to be radically transparent.

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We're living in a world where wokewashing comes easy, and I would rather be radically honest about where my work and research is centered at the moment.

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That said, this is not an excuse to be blind to diverse lived experiences and intersectionality as much as possible.

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The work I will share today, and the work I have built has been built from talking with practitioners across culture, geographies, race face, and more.

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But I have so so many more voices to include, and this is something that continues to keep me aware of my blind spots and swk, and continues to remind me that this work will always be a work in progress.

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So back to the question, how can we start to not forget about women?

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To answer this question. Let's establish and acknowledge that we actually do in her book Invisible Women, the author, Caroline Triado Perez, says that male University is one of the leading causes of gender gaps that we frame women half of the world's

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population as a minority. We're setting women up to be forgettable, dispensable, ignorable.

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And we do forget about women a lot we've forgotten about women in tech voice recognition technologies have known to mock words that matter to women more such as rape.

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We forget about women in finance, the gender pension gaps exist around the world because they don't take into account how women's lives are different.

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At a recent study on startup accelerators and incubators showed that their programming is prone to increasing the investment.

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Readiness, gap between men and women founders because most of their content and programming don't take into account the unique barriers that women face in their fundraising journey.

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What if these product services and experiences had concerns women's needs what if they had taken the time to learn about a women's lives are different, unique barriers that they face?

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What if we could equip the researchers on tomorrow to go in informed, and with a better understanding of the core needs of the women that we're likely to miss.

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In other words, how can we begin to not forget about women?

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I took this question to gender practitioners around the world, and they are revealed to me their hesitations with how design research is being practiced today.

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They said that often we don't go wide enough or deep enough during our research.

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They feel that our research is clouded by dominant perspectives, thereby telling an incomplete story, and they worry that we tend to anchor on what exists rather than imagining the possibilities of what could be and so to cover uncover some of these non dominant perspective I

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began to engage in further research and reflection with the gender

practitioners.

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I ask them, what have you learned about designing for women, girls?

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What have you learned about learning about women and girls? And as I had more and more and more of these conversations, I realized that there were certain topics that were always present in my conversations, regardless of culture, geography, area of work, they continue to recur in my reflections with them, and so I made a

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list, a list of what I call the non-negotiables non-negotiables are a set of themes or lenses, or maybe you might see them as insights that display the key needs of women.

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We are likely to miss, but we just cannot afford to overlook any longer and we'll spend a chunk of our time today's with me sharing a little bit more about the non-negotiables with you.

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But before we go there I do want to say 2 more things about them.

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One, that as I share them with you, you might find that they are very obvious.

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Well, women aren't looking for anything crazy, but you know I found them very obvious, and I went.

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I found myself wondering how easily I was able to overlook them, even though I was on so many women's folks.

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Projects in my life, and 2, you might find that these non-negotiables matter to many more groups beyond.

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And they absolutely do while they're born. From asking a question about women.

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They hold the potential to open the door to much more.

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So? What are the non-negotiables? They are currently safety,

nonlinearity, trust, lifecycle, community and role of men.

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And today I'll go into depth for 4 of them.

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Safety, nonviolence, trust, enrollment. But before we go there right now, I ask you to think of a project or a problem, space or a question, space that you've been working on that you've been exploring, and use that as a project to look through the non-negotiables as

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lenses, as I share them with you in more depth. To take a moment to do that. Now.

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And let's start into them. Let's start with safety.

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Women continue to navigate their lives in fear, globally.

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81% of women have reported experiencing some form of sexual harassment.

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Safety is also the number one topic that comes up in my conversations with gender press.

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All those safety is a fundamental human need. It is often taken for granted because it is taken for granted, and it is taken for granted, because a lot of us don't really stop to think about the consequences of ignoring safety, a feeling of safety has known to lead to disengagement disrupted peace of

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mind discomfort, and therefore diminished access to resources.

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In contrast those spaces that are actively designing for safety are seeing a lot of benefits.

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They're seeing an increased sense of generosity, of reciprocity, of stronger support system.

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And increased well-being as a result of folks operating in safer

spaces.

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And so the definition of safety continues to expand. When we think of safety, we start with the physical and then we go into the psychological, and in the case of women, my research shows that women are also often thinking about the safety of others around them.

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But even as a definition and the awareness and the importance of safety is continuing to grow so often, we are only considering safety reactively when we launched our right sharing apps, we only rolled out sos features after harassment was reported in the rights even though harassment has been around

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for a long time, and now, as we are building our virtual worlds, we are bringing our offline unsafe behaviors into those online worlds.

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There have been reports of avatars experiencing, groping in sexual harassment in our virtual worlds, and the metaverse.

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And so take a moment now to connect your own project or problem space with safety.

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What would it mean for you to learn more about building a proactively safe experience?

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Next, let's talk about non-linearity.

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Women are more likely to shoulder more burdens, costs, and penalties that are often invisibleized because we take, we forget to take into account how women's lives are different.

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Women are more likely to experience a different set of reality, such as biological differences, gender, responsibilities that are more likely to fall on the shoulders of women, and even things like information, asymmetry, which is essentially less access to information or getting access to information at a later stage than others I call this

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non-linearity, because it is considered outside of that typical or usual life experience, even though it is half of the world's

experience.

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But when we ignore these nonlinearities, women experience extra burdens and penalties which can show up in the form of higher healthcare, costs higher time.

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Poverty, which essentially means not having enough time for themselves, or not having enough time to do everything they need to do, and in some cases lower purchasing power.

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So let's understand non-linearity a bit more.

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With a few examples I already talked about pension funds which continues to contribute to the gender wealth gap.

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How does it do that it doesn't take into account the gender pay gap that women are more likely to experience, but also that women are more likely to go in and out of work, that they are likely to experience their career peak outside of the so-called established norm and that really another

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example of non-linearity comes from health tech. Last year the apple watch had launched its new medication reminder, feature, but it was quickly found out that it could only deal with the most straightforward medication that is taken on X days weekly so menopause or hormonal or the 21

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day. Contraceptive medication that do not work on the Circadian rhythm or a weekly rhythm, were completely ignored.

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Now let's take a look at an example that did take into account non-linearity something positive.

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A telehealth app app from Pakistan, called, say, said Khani, was built on the problem of Doctor Brides in realizing that many doctors who are women in Pakistan are not allowed to work outside of the home after they get married created a service to bring that work home to

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them. They also, as a result, provided greater flexibility in hours.

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But then they also quickly realized that in Pakistan economic empowerment for women isn't just about earnings in that context, it is also about women having access to that money and in Pakistan women are not often allowed to have their own bank accounts.

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So they created a digital wallet where the women could be paid into and spent from.

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When we ignore non-linearity and complexity, we do not only invisibilize, we also exacerbate the burdens and penalties that women are more likely to experience and so now take a minute again to look at your own project or questions space with that lens

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of knowledge. Think through how you might be able to uncover and start identifying the cost and penalty and burdens that have cdep into our service based experiences to begin with that we don't even see them anymore.

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Next. Let's talk about trust.

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Do open the same. I want to read you a quote from one of the gender practitioners.

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I am interviewed early on in my research journey Mallory Feldman is a psychologist and neuroscientist, and her words from our early chats have really stuck with me, she said.

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Women Experience systemic inequality simply by navigating the world.

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When you move through a world that isn't designed for you, you learn that you do not matter.

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Trust is about perceptions, versus realities. Women are perceived to be more risk, averse to have a lack of confidence, to have imposter syndrome but these are really symptoms of a deeper root cause.

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It is that women are living in a world that has higher expectations of us.

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Harsher consequences for us, and so we are consistently failed by the system and our internalizing this failure as a and there's a history of external fault being internalized by women for decades in healthcare there's been a history of dismissing

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women's pain and misdiagnosing them with hysteria, essentially telling them that something is wrong with them.

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Marketing conducts resources to find out when women feel least attractive and targets them exactly.

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In those moments essentially telling them that they need to buy something, to feel better or be better.

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I in our workplaces, decades of leadership training aimed at women has been telling women that they need to change in order to fit into existing leadership structures.

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These are all patterns of exploiting women's trust and vulnerabilities, of reinforcing stereotypes and insecurities, and then leading women to believe that there is a and so take a moment now to look at your own project or question space with this lens how might you begin to

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better understand the system that your project exists within. Understand those symptomatic confidence gaps, or other gaps that it has caused, and 0 in on how that system has bred.

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And the last one I share today is the role of men.

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We cannot really talk about designing for women without including men.

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Hi I share a lot of this work through courses and workshops that I lead and oftentimes most of the participants are, and often they leave me with asking this question, where are the women?

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Oh, sorry! Where are the men? It's a really really good question, and it's not one I'm able to answer.

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Well, but gender practitioners also see the role of men as a keep part of practicing women's central, and they show and they see it show up as a duality in design and research as this part of the problem part of the solution duality as design has shrunk with women it has also perpetuated toxic

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masculine, and therefore practicing women's centrality means including an active.

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So let's take a look at a few spaces where it can.

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It is starting to take a little bit of an active role, but we can do a simple one is baby changing changing tables, which are often seen in women's restaurants, including these in male restrooms, not only designs better for women, another example, are conditional past transfer programs that are popular in the global

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size, these are often targeted towards women with good reason, but often the process is so labor intensive that it ends up, increasing the burden for women, and in some cases even putting their safety at risk, because access to money leads to an increased risk for gender-based violence so it can be really worth

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asking what it means to carve out an active role for men here.

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Finally, if you look at the workplace, there is also a need to carve a role for men here to advance, and in the West we're starting to see an emergence of men as allies.

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But there's still quite big questions around how we bring.

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Now let's take a look at 2 examples where there is a true role of men being practice, actually a true role for boys, because these are both examples.

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The first one comes, the first one is called cyberwanda, and it's from the reproductive healthcare space.

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And I'm so excited that we're finally starting to see a role for men

in the reproductive healthcare space which has for so long being seen as this majority of cyberwinda is a digital reproductive healthcare educational platform and boys are considered an equal audience.

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As soon as you go onto their website you can see that boys are really being brought into the conversation through their services, their storytelling, and their educational stories as well another example comes from a sports platform in India called prosport development they are using sport as a tool for gender equity and they do this by

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making, mixed gender teams, non-negotiable.

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So boys and girls play together in mixed gender sport, and they're using this to bust all kinds for everyone around.

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What girls can and cannot play, how well girls can play, and also the stigma and myths around menstruation and reproductive.

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We cannot practice. Women centricity without addressing men's challenges and struggles as well, because designing healthier narratives for masculinity and femininity is helpful for all and so we must start to carve out active roles for men that can lead to deep burdening

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women and lead, and also take on and share the onus of leading change so take a moment now to look at your own project through this role of men. Lens.

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You may not see a direct and automatic connection, but think through about the ways in which your and how we can find out better.

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Where a role for men could really play at a role in improving that experience.

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So when I was developing these, non-negotiables, or I should say, as I continue to develop this work, it is of utmost importance for me that they also feel applicable across the design side, and I want to speak to what that specifically means for researchers what are 3 questions we can ask to apply

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these non-negotiables to our research phase.

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First we can look at it from the lens of knowledge gaps.

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We can ask, What more do we want to learn about this non-negotiable?

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How might this non-negotiable fit within the context of our project?

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2. We want to look at it we want to ask a question about intersectionality.

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We want to say, how might we learn about how different identities experience this non-negotiable and therefore also increase the types of folks at the different level?

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And finally, we want to see how our methods can change.

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We can ask how might our research methods truly reflect the essence of the non so if we're looking at safety, for example, we will want to ask, What do we want to learn about safety? How can we try to find out?

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What it means to create a proactively safe experience for intersectionality.

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We'll ask, how might the need for safety change for different lived experiences, for the methods we can ask, what could a safe research method look like?

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And then we can do the same for other non-negotiables in for non-linearity.

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We might ask, how might we understand the non-linearity of different lives?

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How might we begin to identify the costs and burdens that are invisible?

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How might we understand how? Non-linearity differs with different lived experiences are my research methods really work with the nonlinearity of the people?

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We want to learn more about.

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So when I share this work with my clients and communities, I often get a couple of follow-up questions, or rather barriers, that they feel or see towards implementing these insights and frameworks, the first one is around numbers, and the second one is around time space.

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So let's talk about numbers so often. People will ask me, How will I know when our solutions become women?

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Centric, or maybe worse. They'll say, you know, we're already women centric.

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We're not forgetting about women, or if we are we'll have to do a long study to figure out.

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You know where we're contributing to these gas?

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I get it. We're all drawn to plant numbers.

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Tell a great story, but the thing is, they have already been doing that for a really long time.

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Gender gaps, those abyssal numbers have been around for a long time.

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All of my news feeds are filled with the 1% of funding, or the 3% of women in leadership roles, or whatever.

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So what if we imagined a different reality? What in which most project teams just agreed?

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But they can probably get more women sent, and to help folks shift into this mindset.

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I share a simple evaluative framework which I call the Women's Center.

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Guy I can help us. Look at the world through how solutions in the world might be offensive, impartial, informed, or holistic.

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Offensive solutions are inappropriate for women, impartial ones.

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Ignore women and create unintended consequences. Informed ones, take some of women's needs into account, but they often treat women as a majority consumer.

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But holistic solutions are where we really start to see solutions valuing.

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And so I share this tool with my communities because it helps them see that there's so much gray area, and there is no women centric binary rather.

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There's room to get more holistically. Women and the Saharani example that I shared a non-linearity speaks to this idea so well.

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This started off with a women centric issue of bringing work home.

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To women doctors, they also hadn't proactively designed for safety and had to go into this space of censoring inappropriate.

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Then they created that digital wallet because they realized that the women doctors needed a place to spend from.

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And then they realized yet another cultural fiction. They realize that many of their patients who are women constantly have to ask their male members for money to have access to this health care service.

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And so they created a subscription service so, and therefore removed that friction point altogether, for the folks that wanted to access their service.

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The second barrier is around space, time and mental bandwidth.

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I get this one, too. Switching costs are real putting something like this into practice can feel isolated.

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So what do we do? Well, I'm still working on solutions for that one.

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But as a first step I have created an offering which is a deep dive course, where practitioners can come to learn together where they have ample time to ponder upon these questions and get deep with the non-negotiables I do have one of these courses coming up this spring which is starting

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in a couple of weeks, and if this talk has you excited, I invite you to come and join me for this learning journey.

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To close. Today I bring you back to the question. I began with, how can we begin to not forget about women at the end of my course last year one of the participants said You know monthly, I don't know if I will use the non-negotiables with all of those questions you've created

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for but at the very least I know that I'll be thinking of them at the back of my mind, and I'll start every project.

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And this is all that I ask of you today as well to keep these non-negotiables close.

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To start asking, how might we build safety proactively to start identifying the penalties that are created due to so called nonlinear lives, to start understanding how we breed mistrust with me and to start discovering where role can that role for men can help us share the onus of leading change.

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Oops!

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Here we go, and so I asked you to connect the dots and ask with me, What about women?

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Thank you so much.

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Oh, my! Gosh! Monty! Everything you had to say was so important!

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I remember looking at the chat. Everyone's marvel like what kind of she's right. There are no changing stations in men's bathrooms.

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Why is that we have a very little time. So I'm going to dive right into a couple of questions, and we'll see how far we can get.

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This is from Sarah, as we see Google and Amazon make significant investments in health. How can we ensure that women's health interventions and innovations are truly women's centric, especially given that women representation among the tech employees of these companies are under 25%?

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Yeah, yeah.

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Oof, that's a big question. Yeah, yeah, I think.

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I think the representation piece is a really important one, and like I was talking about quant and fall in this where we can't really wait for the numbers anymore, because we kind of already have the numbers.

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I feel like the representation piece has to work alongside, you know, really carving out those roles for men really like starting to ask some of these questions and have these conversations, as we build up the bigger representation as well I do not think that we can do one without the other because the reason.

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Yeah.

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We see, why do we see, or why do we expect that women should be leading the change for women alone, even though women have been designing for everyone all their lives, and so I think it's really important that we start to dig into other non design disciplines to learn from them that's this is how

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I've built this work, and so can you be.

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Use these things as a starting point and start to ask these questions a bit more, while we also strengthen that representation piece and really make them feel supported to meet that change.

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Yeah. Oh, my gosh, Monty, what I love about talking with you is you have these common sense solutions to these problems that played all of us such a great response. Thank you so much.

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We are at a time, but you've got a bunch more questions waiting for you in the chat. What an important conversation!

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I can. I'm so grateful that you're here again, and I can't believe that we get to do this again.

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I!

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Thank you for having Bria, and I'll be. I'll be in the slack looking at those.

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Alrighty!

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You'd see. Oh, my gosh! From Amsterdam!

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Thank you so much. Have a wonderful evening day, morning.

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It is evening already, friend, so we have a quick break. This is only 5 min.

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We're gonna be back here at 1055 Am.

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Or 5 min to the top of the hour at your local time zone. I will see you guys in 5. Bye.

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Just a yeah.

02:56:03.000 --> 02:56:11.000
The here.

02:56:11.000 --> 02:56:17.000
Good afternoon.

02:56:17.000 --> 02:56:23.000
And.

02:56:23.000 --> 02:56:32.000
Machines know it's gonna is.

02:56:32.000 --> 02:56:38.000
This, the ocean, your skin!

02:56:38.000 --> 02:56:42.000
Back again!

02:56:42.000 --> 02:56:45.000
You know.

02:56:45.000 --> 02:56:55.000
Give me chicken. Whoa! Just unused.

02:56:55.000 --> 02:57:02.000
And.

02:57:02.000 --> 02:57:14.000
Good afternoon.

02:57:14.000 --> 02:57:42.000
Going forward.

02:57:42.000 --> 02:57:52.000
And.

02:57:52.000 --> 02:57:56.000
You!

02:57:56.000 --> 02:57:59.000
The.

02:57:59.000 --> 02:58:22.000
The me in the face this, and master, say to myself, what is happening?

02:58:22.000 --> 02:58:39.000
My skin. Where is that protection? When I needed?

02:58:39.000 --> 02:59:03.000
Some people say not to know something people never had experienced

with you.

02:59:03.000 --> 02:59:28.000

Thank you. We so la, la, la, la! You'll see is happening.

02:59:28.000 --> 02:59:58.000

To my skin. Where is protection that you and and the And.

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Me!

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The.

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And.

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Me!

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And.

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The.

03:00:42.000 --> 03:00:51.000

Me, the the?

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And.

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The.

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All right, all right, all right. Welcome! Back! Welcome back! It is my honor to introduce to me.

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Ashley. Wait! We've got us an hour late. Dang it!

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You guys are going to joke after this, we're more on time.

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But I do have to go into Jennifer really quick.

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So Jennifer Fraser is an experienced design consultant, based in

Canada after over 20 years in the field of user experienced design, she has designed products from many different client types and cut target markets in her current role.

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She leads at experienced design in her current role. She leads that experiences I'd across this. She leads experiences. There we go.

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She leads experience, design across the spectrum of custom, experience, employee experience and user experience.

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Jennifer welcome to Mainstay. Sorry about messing up your bio. There.

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I got confused about the eye versus we versus me.

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No worries. Thank you so much for the Intro Bri.

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I really appreciate it.

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Of course, so do you have any slides to share?

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Oh, no! You can have the second. Maybe I can get this joke real quick.

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I do just give me 1 s here, because zoom, yeah, can you bring that? Joe?

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If I had it on my chat, and I want.

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Cause. Zoom has decided not to cooperate. Give me 1 s here.

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Oh, yeah, I got you covered. So the question is, why do people who have Tiktok get sick and no, it's not because anything to do with China or anyone that thinks that they're ahead of the curve here.

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We're not that topical media today. Are you ready? Are you ready?

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Because of all the influenza, like influencers.

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Oh, yeah.

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But influenza is a disease. Yeah, I'm sure what you have to say is gonna be much better than that joke.

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But you look great, Jennifer, your slides look awesome.

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I'm gonna let you take it away.

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Awesome. Thank you. So good morning. Good afternoon. And for some of us.

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Good evening or good night. Am I talk today? I'm going to tell you a story about Emmy Nether, and how she helps solve a problem with Einstein's theory of general relativeativity and what we can learn from that story in relation to math models and Mulling in Ux

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research these images are from a fantastic book that my friend Scott Plewis found.

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Scott gave a talk yesterday on Viral math models.

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The book is called fittingly Immunother. The most important mathematician you've never heard of.

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Neither was born into a Jewish family in Germany in 1882, and following what Nancy just said, we don't know a lot about her mother.

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Forgotten women, but we do know that her father was a mathematician.

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When Arthur turned 18 she was supposed to teach English and French, but instead she decided to study math at the University of Airlinan.

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This is an interesting decision on her part. Cause women are not allowed to attend university, but through her father's connections she was allowed to sit in on the lectures, but not take tests or get a

degree, but eventually things changed and they got her degree.

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But the next challenge was that women weren't allowed to teach.

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So she worked without pay for 7 years at the University of Airliner.

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Then in 1950, because of her expertise in algebra near there, was invited to join the Department of Mathematics at the University of by David Hilbert is an unpaid position and her lectures were often not advertised under his name.

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But it was here that was asked to help solve an issue with Einstein's theory of general relativity.

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See, there's a problem with Einstein's theory when numbers are put into his theory, energy seem to be disappearing, which is a problem.

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Because that meant it wasn't following the conservation of Energy Principle.

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Now Hilbert had been working with Einstein to try and solve this problem, but neither of them could figure it out.

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So, Hilbert, asked neither if she could help them understand what was happening. He thought.

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That maybe she could leverage her specialized knowledge in the field of algebra known as invariants to help them figure it out.

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Now Norther's approach was different from her colleagues, and that she started by looking at larger patterns she's zoomed out from the problem, and by doing so she discovered that energy wasn't actually disappearing.

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Nerves showed that energy might not be conserved locally in a smaller patch of space, which is what Hilbert and Einstein had been looking at.

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But everything worked out when the space was sufficiently large.

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Solving this problem not that Einstein could proceed with sharing his work to a wider audience, and while her contribution to his work was larger than recognized, it did lead to the development of Norther's theorem which uncovered a link between conservation laws and the

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symmetries of Nature.

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So why is this story important? Well, I think it's important for 2 reasons.

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The first of all is that nerther's breakthrough came because she was able step back from the problem at hand and look at the broader system.

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So we think back to what Chris was talking about yesterday when he came off day 2 think about the different zoom levels at which we were so neither stepped back and was looking at their broader systems.

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The second reason I think this is important is that this breakthrough happened because of bridge was made between 2 disciplines.

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Did the disciplines of math which represented, and physics, which is Einstein.

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No bridge was made in a way that hadn't been done previously.

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Today our world is filled with a plethora of templates, and one day courses.

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John approaches safe, agile books and blogs, and how to get quick wins, and many other forms of content.

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That is, directly or indirectly trying to decide our appetite for speed and high tech.

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This is reflected in a desire to get to key takeaways or insights as

quickly as possible, but in our haste to get answers quickly.

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There are 3 things that we tend to ignore. First of all, what system are we working within?

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What system are we trying to understand and to impact it? And why?

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Secondly, what are the different ways of looking at a model of the system?

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And thirdly, what's the bridge between the different ways of modeling?

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And talking about modeling. I'd like to share this quote from Dunella Meadows.

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In this quote. She's reminding us that everything everyone knows is only a model, and the importance of getting our model out there where it can be viewed and where it can be challenged.

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This is where ecosystem mapping can be used as a tool to model the products and services on which we're working.

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But some of you might ask, What's an ecosystem at?

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So an ecosystem app is a visualization tool that I use frequently that the beginning of projects with clients as with any visualization tool, it makes the invisible visible as meadows suggested.

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It helps us to get our model out there. Where it can be viewed and challenged.

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Visualizing the ecosystem helps to get alignment amongst stakeholders.

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Visualizing ecosystem can provide insights into some weaknesses and strengths within the system.

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Maybe we're connections, are we? And visualizing it also helps

identify opportunities for improvement.

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Hmm. Innovation within the system aligning on the visualization of the ecosystem, help support the optimization or the transformation.

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That system, from from its current state to some kind of improved future state.

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What exactly is an ecosystem at? Well, to be honest, telling you how to create an ecosystem app, is a talker workshop on its own.

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So just for this, talk, I'm going to summarize an ecosystem map as a depiction of the relationship or the connections between animate objects such as people, animals, plants, enter physical or abstract objects then I'll exist within somewhere kind of system some kind of business context, remember those objects might

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be people or technology or tools, and those relationships are connections between them represent some kind of value exchange, such as sharing information or data.

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You might ask yourself, isn't that kind of what journey, mapping or service design blueprint does?

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Well the difference between an ecosystem map and those tools is the difference between looking at their relationships within this system.

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Which is ecosystem mapping and looking at the flows within parts of that system which is what journey maps and service design blueprints do so journey maps and service design blueprints are complementary in overlapping visualizations of

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astmas of the broader ecosystem.

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So back to Meadows quote, get your model out there where it can be viewed, invite others to challenge your assumptions, and to add their own.

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As I said before, this is where ecosystem modeling can be used as the

mechanism or tool to model the products and services, and through the act of creating it it can be viewed and Co.

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-created, with others.

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This takes us back to those 2 important things from Nerther's story.

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The first was her ability to step back from the problem and looked at the broader system which we just talked about.

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And the second was bridging between the 2 disciplines in math and physics in a way that hadn't been done before.

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And in many companies today, user experience, research and user experience in general, it's typically siloed from other disciplines, especially disciplines like data.

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Science which just doesn't make any sense. We are all just modeling.

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We just don't talk about it as such. This is something Scott flew has talked about yesterday in his talk about math models and ux going farable, and organizations.

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We are all just modeling, and ecosystem is a model, a persona is a model, a journey map isn't like a service design blueprint in his model, just as there are mathematical models, and statistical models and game theory models and modeling is how we all

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understand problems, whether you're a user experience researcher or a data scientist.

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This diagram illustrates how we all understand problems.

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There's some kind of system in the real world that you're experiencing.

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You choose to extract some data from that system, then analyze and synthesize that data into some kind of model, use that model to garner

insights, maybe make some predictions.

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Maybe choose to intervene in the system. After that intervention you could then choose to extract more data or if you don't intervene, you might choose to extract different data again, analyze and synthesize into a model garner insights, make predictions and circle around yet again, this

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is how we all understand problems.

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So, as Meadows requested in her quote, ecosystem map, ecosystem mapping enables us to get our model out there.

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Where it can be viewed, we can invite others to challenge our assumptions now their own and has that we heard on the first day of this conference.

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It's really important to get our model out there, such as our persona.

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So others can challenge them and possibly expose bias in our work that we're not aware of.

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And as I mentioned, ecosystem mapping supports these conversations to gain alignment, so ecosystem modeling not only helps us step back, it also lets us bridge between different disciplines.

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Which brings us back to those 2 lessons from Nether.

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So what does this on me? How does the supply?

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Well, let me walk you through an example from a project. There was a client.

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They had an existing well-established program, and the goal of this program was to support youth, social impact entrepreneurs and Africa and the Middle East.

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And the program is to help them develop their fleshling businesses.

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The existing system was somewhat high touch. It involved in person, training and courses augmented by some digital content.

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At the start. This project there are some in-country research sessions that were conducted by local employees of the client with those youth entrepreneurs.

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We observe these sessions remotely, these research sessions were done to help us understand the current ecosystem and the use perspective.

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Their journey becoming an entrepreneur.

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What the client was looking to understand through this project was whether or not a digital platform could be used to better support the use to augment that existing program.

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This platform would allow the client to support the use and allow the youth to connect with their support network.

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At this time the client considered the support network as including primarily peers of the youth entrepreneurs as well as the client themselves, and possibly their partners but, as I mentioned, this is an existing program, so, while we were doing our discovery research working with client

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stakeholders in parallel, some of them had dumped.

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Don't! Jumped way deep into the weeds based on their institutional knowledge.

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They were creating reams of Powerpoint slides just like this one, detailing out various consumer producer interactions that could happen.

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The platform but the client was missing something really important, even though they had an existing program.

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And how extensive experience in this area we learned from the research that all the youth at some point in their entrepreneurial journey reached a point where they were just ready to give up.

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And that's a pilgrim moment. Someone that we referred to as the Mentor had stepped in.

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That Mentor had given the youth the encouragement that they needed to continue on their journey.

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Because the client hadn't previously done an equcosystem map.

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They hadn't considered the role of a mentor, or how it was distinct from the support network that they had been considering.

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So they hadn't considered how they would account for the role of the mentor in the design of the digital platform.

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They were looking to create. But by co-creating the ecosystem with the client.

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Allowed us have different conversations about the platform, the broader range of people than needed to consider as key participants in the platform in order to successfully support the use. Entrepreneurs.

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So where does that leave us?

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Well in a world that is seemingly endlessly hungry for speed and high-tech.

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Please remember the importance of these 2 lessons from Norther.

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And pause, and ask yourself, what would any other do? How would she step back and mull about the problem at hand?

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And in this last minute I'd like you to consider for whatever project or service you're working on.

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What it's system. Are you trying to understand and impact? And why?

03:16:38.000 --> 03:16:48.000

What are the different ways of looking at the model of that system across different disciplines for different perspectives?

03:16:48.000 --> 03:16:53.000

What's the bridge between those different ways of modeling?

03:16:53.000 --> 03:17:05.000

And how could you try and bridge between the different models from different disciplines, from different perspectives in different cultures?

03:17:05.000 --> 03:17:12.000

Thank you for listening. Here's a list of references that are related to this talk still be available in the reference list.

03:17:12.000 --> 03:17:19.000

The conference is going to be. This presentation has also been added to slideshare, so you can find it there if you look for my name.

03:17:19.000 --> 03:17:28.000

Jennifer fried, and, as Chris mentioned yesterday, as with many other people, I'm open to work looking for my next leadership role.

03:17:28.000 --> 03:17:29.000

So please connect. If you have something you'd like to talk about.

03:17:29.000 --> 03:17:33.000

Thanks, so much.

03:17:33.000 --> 03:17:36.000

Yeah, so, Jennifer, that was wonderful.

03:17:36.000 --> 03:17:43.000

We are a little short on time, and so far the questions haven't been rolling in as quickly as I'd hope so.

03:17:43.000 --> 03:17:49.000

Guys, any questions, I'm waiting for you guys you've got a lot of claps.

03:17:49.000 --> 03:17:55.000

I'm looking at people. Indie Young said. You know so often the analyze and synthesize part is feeble.

03:17:55.000 --> 03:17:56.000

The model is what bosses want. So how do we help bosses value more

representative models by analysis and synthesis, then, is respectful of people.

03:17:56.000 --> 03:18:07.000

Okay, that's an interesting provo. Do you have any question in for that kind of fault? Question?

03:18:07.000 --> 03:18:08.000

It wasn't in the threat or anything. It's just part of the discussion.

03:18:08.000 --> 03:18:12.000

As you were speaking.

03:18:12.000 --> 03:18:16.000

I'll just jump into slack and answer it there, if that's okay for yeah.

03:18:16.000 --> 03:18:23.000

Of course there is, and if you look into the thread there, Tanya Raebourne also asked a question, following it.

03:18:23.000 --> 03:18:24.000

Perfect.

03:18:24.000 --> 03:18:32.000

But you know what, since we don't have any questions right now, and you have a couple in the chat, I might just let you go and answer them in the chat. If that's alright.

03:18:32.000 --> 03:18:33.000

Alrighty. Thank you, Jennifer. That was amazing.

03:18:33.000 --> 03:18:34.000

Sounds, great thanks very much.

03:18:34.000 --> 03:18:35.000

Okay, friends. So we're in for our long break for the day.

03:18:35.000 --> 03:18:43.000

So that means we have some sponsors, sessions, we're going to be back here at 1230 Pm.

03:18:43.000 --> 03:18:44.000

Or in about an hour and 15 min. Our sponsor sessions.

03:18:44.000 --> 03:18:51.000

During that time are going to be from Medallia. Yeah, from medallia.

03:18:51.000 --> 03:18:55.000

And then also Maria Goodiz, who's the co-author of Rosenfeld?

03:18:55.000 --> 03:19:06.000

Media's recent book, Change Makers. So when we get back, we're going to be hearing from Car Mauritz and Rachel Nye about the art of extrapolation, and until then I hope everyone has a good lunch or dinner, depending on your time so I'll see

03:19:06.000 --> 03:19:36.000

everyone in an hour and 15 min. Bye!

03:19:40.000 --> 03:19:46.000

To.

03:19:46.000 --> 03:19:51.000

To.

03:19:51.000 --> 03:19:56.000

The.

03:19:56.000 --> 03:20:26.000

You!

03:20:34.000 --> 03:20:38.000

Sweet and slow.

03:20:38.000 --> 03:20:43.000

By me to enroll.

03:20:43.000 --> 03:20:48.000

While the man is moaning. No!

03:20:48.000 --> 03:20:54.000

Take your time, and.

03:20:54.000 --> 03:21:03.000

Clean and slow. We ain't got no place to go.

03:21:03.000 --> 03:21:11.000

Ain't going to Buffalo. No, no, take your time.

03:21:11.000 --> 03:21:22.000

Slow, round baby. You heard of how the turtle and the rabbit ran away?

03:21:22.000 --> 03:21:29.000

You've heard of how to the rabbit pinned.

03:21:29.000 --> 03:21:37.000

Don't let me sweet and slow.

03:21:37.000 --> 03:21:52.000

While these lights are burning low. Oh, honey, I know we can make must slow down.

03:21:52.000 --> 03:22:01.000

The, the, the.

03:22:01.000 --> 03:22:13.000

The, the.

03:22:13.000 --> 03:22:17.000

The 3.

03:22:17.000 --> 03:22:21.000

Have, a.

03:22:21.000 --> 03:22:27.000

Honey. I know he can make it if we take it.

03:22:27.000 --> 03:22:32.000

We end. Hello!

03:22:32.000 --> 03:22:46.000

Last, bye, bye!

03:22:46.000 --> 03:22:53.000

Once I lived alone of a millionaire.

03:22:53.000 --> 03:23:00.000

Yeah, I didn't hear. I got.

03:23:00.000 --> 03:23:08.000

I'm fine lately gone painting wild. What?

03:23:08.000 --> 03:23:15.000

And I begin so low I didn't have.

03:23:15.000 --> 03:23:20.000

And no place to go.

03:23:20.000 --> 03:23:25.000

On a dollar. Yeah, I'm gonna hold on to it.

03:23:25.000 --> 03:23:29.000

Tell them he goes.

03:23:29.000 --> 03:23:37.000

No nobody knows.

03:23:37.000 --> 03:23:44.000

And I.

03:23:44.000 --> 03:24:06.000

Penny and my friends are haven't any, but if I ever get.

03:24:06.000 --> 03:24:14.000

Nobody knows you when you.

03:24:14.000 --> 03:24:17.000

And.

03:24:17.000 --> 03:24:47.000

All of our the oh!

03:24:57.000 --> 03:24:59.000

Not one.

03:24:59.000 --> 03:25:06.000

And my friends are haven't any.

03:25:06.000 --> 03:25:18.000

And so low. Nobody calls me that door. Oh, oh!

03:25:18.000 --> 03:25:28.000

On. No man can use when you.

03:25:28.000 --> 03:25:47.000

In a.

03:25:47.000 --> 03:26:05.000

Receiving department. A staff cuts have socked up directive supposed to everywhere, is called.

03:26:05.000 --> 03:26:22.000

On Christmas present he wakes up in with, see a spray minus color to.

03:26:22.000 --> 03:26:25.000

Nicely by.

03:26:25.000 --> 03:26:30.000

Day, festival.

03:26:30.000 --> 03:26:38.000

Nicely by.

03:26:38.000 --> 03:26:47.000

The the back mark and territory. Please.

03:26:47.000 --> 03:26:50.000

They're leading the blind.

03:26:50.000 --> 03:26:57.000

And national glory.

03:26:57.000 --> 03:27:00.000

Scream!

03:27:00.000 --> 03:27:15.000

On the screen. I work new friend, pray, friends.

03:27:15.000 --> 03:27:23.000

Sir.

03:27:23.000 --> 03:27:32.000

Festival.

03:27:32.000 --> 03:27:36.000

Cried the other night.

03:27:36.000 --> 03:27:45.000

I can't even say why the rest of flatten Katherine lights.

03:27:45.000 --> 03:27:53.000

It's furious balancing, I'm screaming, blinding light!

03:27:53.000 --> 03:28:05.000

I'm stealing. I work at. I see this headache.

03:28:05.000 --> 03:28:14.000

Friends are runway, sir. Heart.

03:28:14.000 --> 03:28:25.000

Your senior se here a I swears in the hell Valentine's that matters.

03:28:25.000 --> 03:28:33.000

Rabbit day nicely day. My sister.

03:28:33.000 --> 03:28:39.000

No day nicely.

03:28:39.000 --> 03:28:43.000

Yes.

03:28:43.000 --> 03:29:13.000

Festival.

03:29:24.000 --> 03:29:37.000

Hoo! Hoo the boo! You want me to stay?

03:29:37.000 --> 03:29:55.000

I'll be around, be available for you to see. I'm about to go and then

you'll know for me to stay here.

03:29:55.000 --> 03:30:00.000

I got to be me, you'll never be in doubt.

03:30:00.000 --> 03:30:30.000

That's what it's all about, granite and smile.

03:30:30.000 --> 03:30:44.000

Young woman, taking up you ever yeah. A back hip of fun.

03:30:44.000 --> 03:30:55.000

Now, when you'll never know number one. Don't love beat down by one.

03:30:55.000 --> 03:31:01.000

No, I'll be good. I wish I could. At this mess, said Toby.

03:31:01.000 --> 03:31:08.000

You, now?

03:31:08.000 --> 03:31:18.000

And deep, he and.

03:31:18.000 --> 03:31:33.000

Hmm!

03:31:33.000 --> 03:31:44.000

Oh, I wish I could get the mess. I don't know.

03:31:44.000 --> 03:31:55.000

Show Whoa! The.

03:31:55.000 --> 03:32:25.000

The.

03:32:47.000 --> 03:32:51.000

So nothing!

03:32:51.000 --> 03:32:59.000

The.

03:32:59.000 --> 03:33:04.000

Just, and a.

03:33:04.000 --> 03:33:07.000

Years.

03:33:07.000 --> 03:33:12.000

Just.

03:33:12.000 --> 03:33:25.000
Can you?

03:33:25.000 --> 03:33:29.000
Dreams, all.

03:33:29.000 --> 03:33:33.000
Because we?

03:33:33.000 --> 03:33:37.000
Eyes.

03:33:37.000 --> 03:33:42.000
Yes.

03:33:42.000 --> 03:33:46.000
That is.

03:33:46.000 --> 03:33:50.000
Nothing!

03:33:50.000 --> 03:33:54.000
We keep us together.

03:33:54.000 --> 03:33:58.000
It's no time.

03:33:58.000 --> 03:34:03.000
Just before.

03:34:03.000 --> 03:34:10.000
We can, those.

03:34:10.000 --> 03:34:38.000
What to say.

03:34:38.000 --> 03:34:42.000
Dolphin.

03:34:42.000 --> 03:34:47.000
Comes in swimming.

03:34:47.000 --> 03:34:56.000
Nothing nothing will keep us together.

03:34:56.000 --> 03:34:58.000
Them.

03:34:58.000 --> 03:35:03.000
Now!

03:35:03.000 --> 03:35:07.000
We gotta be heroes.

03:35:07.000 --> 03:35:37.000
Just for one day.

03:35:47.000 --> 03:36:17.000
No!

03:37:08.000 --> 03:37:25.000
So!

03:37:25.000 --> 03:37:35.000
Wake up!

03:37:35.000 --> 03:37:46.000
Close.

03:37:46.000 --> 03:38:16.000
Hello!

03:38:26.000 --> 03:38:35.000
You!

03:38:35.000 --> 03:39:01.000
Well the of sorrow, waves of joy are drifting through my opened mine,
possessing and caressing me.

03:39:01.000 --> 03:39:16.000
Join me whole day. Hello, and nothing's gonna change my mind.

03:39:16.000 --> 03:39:22.000
Nothing's going to change.

03:39:22.000 --> 03:39:28.000
Nothing's gonna change my world.

03:39:28.000 --> 03:39:58.000
Who's gonna change my world images of hold me the.

03:40:10.000 --> 03:40:23.000
Happens.

03:40:23.000 --> 03:40:29.000
Nothing's gonna change my world.

03:40:29.000 --> 03:40:35.000
Going to change my mind.

03:40:35.000 --> 03:40:46.000
Things.

03:40:46.000 --> 03:40:58.000
When they do it, summer night in love with shines around me like a 1
million sons.

03:40:58.000 --> 03:41:08.000
You? You? Hello!

03:41:08.000 --> 03:41:14.000
Happens through J. My heart.

03:41:14.000 --> 03:41:21.000
Nothing's got changed.

03:41:21.000 --> 03:41:28.000
Now, something's gonna change my world, nothing's gone.

03:41:28.000 --> 03:41:52.000
Change my mind. You, Jack? Hello! A. The.

03:41:52.000 --> 03:42:22.000
Me!

03:42:23.000 --> 03:42:28.000
Albert Everett.

03:42:28.000 --> 03:42:33.000
Where you still.

03:42:33.000 --> 03:42:44.000
That what you!

03:42:44.000 --> 03:42:53.000
Where you come home this morning. Close. They bring you right.

03:42:53.000 --> 03:43:01.000
Now where you been so low!

03:43:01.000 --> 03:43:07.000
And ever.

03:43:07.000 --> 03:43:14.000
Where you've been so long and.

03:43:14.000 --> 03:43:26.000
And don't love it since you've been.

03:43:26.000 --> 03:43:33.000

The.

03:43:33.000 --> 03:43:52.000

The the and.

03:43:52.000 --> 03:44:06.000

The.

03:44:06.000 --> 03:44:14.000

The.

03:44:14.000 --> 03:44:19.000

The.

03:44:19.000 --> 03:44:24.000

I will never know.

03:44:24.000 --> 03:44:29.000

Where you've been so long.

03:44:29.000 --> 03:44:39.000

Ever. And where have you been?

03:44:39.000 --> 03:44:44.000

And no love. It.

03:44:44.000 --> 03:45:01.000

Since you've been gone.

03:45:01.000 --> 03:45:04.000

And.

03:45:04.000 --> 03:45:12.000

To Canada City. Here I come.

03:45:12.000 --> 03:45:20.000

Want to candidate him kind of spinny. Here I come.

03:45:20.000 --> 03:45:28.000

They got some crazy little women therein up and gonna give me one.

03:45:28.000 --> 03:45:36.000

I'm gonna be standing on the corner, Tom Street and mine.

03:45:36.000 --> 03:45:45.000

Wanna be standing on the corner toasty umbind?

03:45:45.000 --> 03:45:53.000

With my candidate, baby, and.

03:45:53.000 --> 03:46:00.000

Well, I might pick a tree. I might take a plane, but you're bound to walk.

03:46:00.000 --> 03:46:03.000

I'm joined just to think into canvas.

03:46:03.000 --> 03:46:09.000

Bin the city. Here I come.

03:46:09.000 --> 03:46:15.000

They got some crazy London and women they are in I'm gonna give me one.

03:46:15.000 --> 03:46:26.000

But you know, yeah.

03:46:26.000 --> 03:46:38.000

Yeah. The.

03:46:38.000 --> 03:46:43.000

The.

03:46:43.000 --> 03:46:48.000

No emphasis with that woman. I'm gonna die.

03:46:48.000 --> 03:46:55.000

Got a funnel brand new figure. That's the reason why want to.

03:46:55.000 --> 03:47:00.000

And city. Here I come.

03:47:00.000 --> 03:47:08.000

They got some crazy little women there, and I'm gonna give me one.

03:47:08.000 --> 03:47:16.000

They got raising a little women there and gonna give me one.

03:47:16.000 --> 03:47:27.000

They got some crazy.

03:47:27.000 --> 03:47:35.000

Say man! Out! Now!

03:47:35.000 --> 03:47:41.000

And thank you. Mr President.

03:47:41.000 --> 03:47:52.000

Thank you. Hey?

03:47:52.000 --> 03:47:55.000

The.

03:47:55.000 --> 03:48:07.000

The.

03:48:07.000 --> 03:48:26.000

Thank you, Mr President, the I don't even have anything else to do.

03:48:26.000 --> 03:48:29.000

You know.

03:48:29.000 --> 03:48:47.000

Thank you. Thank you. Thank you. Mr President, thank you. Mr President.

03:48:47.000 --> 03:49:02.000

And the the.

03:49:02.000 --> 03:49:17.000

Thank you.

03:49:17.000 --> 03:49:21.000

The.

03:49:21.000 --> 03:49:31.000

The thank you. Justice!

03:49:31.000 --> 03:49:35.000

The.

03:49:35.000 --> 03:49:36.000

Thank you. Mr President, thank you very much. Mr President, thank you.

03:49:36.000 --> 03:49:45.000

Mr President.

03:49:45.000 --> 03:49:54.000

The.

03:49:54.000 --> 03:50:18.000

The.

03:50:18.000 --> 03:50:42.000

Hello! You! Hello! The! And.

03:50:42.000 --> 03:50:54.000

Will I hear everyone but you still so cool your keys.

03:50:54.000 --> 03:51:12.000

Spanish me step!

03:51:12.000 --> 03:51:24.000

My world to lift you up and change my life.

03:51:24.000 --> 03:51:29.000

So, so!

03:51:29.000 --> 03:51:40.000

Just like your son. God knows the frame is the you got.

03:51:40.000 --> 03:51:53.000

Be so there, you I Hello!

03:51:53.000 --> 03:52:01.000

I want to say.

03:52:01.000 --> 03:52:11.000

And every word I hear your name call at me what happened?

03:52:11.000 --> 03:52:17.000

I love and.

03:52:17.000 --> 03:52:47.000

You feel the turn of the world and yourself. This life changed my life. Home!

03:52:47.000 --> 03:52:57.000

Just like me on the Hello! The emotion that I can from you, old.

03:52:57.000 --> 03:53:08.000

You got the me, so now may your heart may your real heart's forget about.

03:53:08.000 --> 03:53:12.000

The.

03:53:12.000 --> 03:53:17.000

Okay.

03:53:17.000 --> 03:53:28.000

And okay.

03:53:28.000 --> 03:53:31.000

Wow!

03:53:31.000 --> 03:53:38.000

And the.

03:53:38.000 --> 03:53:43.000

Hello!

03:53:43.000 --> 03:54:03.000

Just like your son on the we got the capital. He sold the tool down and made your heart make your real lords forget.

03:54:03.000 --> 03:54:07.000

The.

03:54:07.000 --> 03:54:14.000

So!

03:54:14.000 --> 03:54:28.000

Me, down, all!

03:54:28.000 --> 03:54:58.000

Snowball, game.

03:55:13.000 --> 03:55:27.000

The the the and.

03:55:27.000 --> 03:55:39.000

Master on the stairs spoken, while don't know.

03:55:39.000 --> 03:55:56.000

The sound was a sound which came as a surprise, spoke into.

03:55:56.000 --> 03:56:10.000

Long time ago, and I'm now, and I mean we never lost control.

03:56:10.000 --> 03:56:18.000

The face into place, the sound and.

03:56:18.000 --> 03:56:24.000

And the.

03:56:24.000 --> 03:56:43.000

The and and and made him away massive from.

03:56:43.000 --> 03:56:59.000

Yes, I gaze. May I tell? May I?

03:56:59.000 --> 03:57:22.000

Long time ago, and no now lost control. Your face to face.

03:57:22.000 --> 03:57:30.000

And and and.

03:57:30.000 --> 03:57:46.000

Not me. We never lost control your face to. And so the world!

03:57:46.000 --> 03:58:16.000

A the the and me and the and and the the the.

03:58:22.000 --> 03:58:27.000

And and.

03:58:27.000 --> 03:58:35.000

And and.

03:58:35.000 --> 03:58:50.000

The and and the.

03:58:50.000 --> 03:59:06.000

That was a day.

03:59:06.000 --> 03:59:10.000

Okay. But here's another one. I could screw up.

03:59:10.000 --> 03:59:16.000

Am I going to do this by myself?

03:59:16.000 --> 03:59:21.000

Well, I think I'll try it in a different key. I'll try it in.

03:59:21.000 --> 03:59:36.000

Sounds bad. These people are just.

03:59:36.000 --> 04:00:03.000

He, the e, e, hi!

04:00:03.000 --> 04:00:15.000

Laugh up, sit down on me. I sit down on you. No one has fallen.

04:00:15.000 --> 04:00:23.000

Me down into what's the I'm 6.

04:00:23.000 --> 04:00:30.000

The to that. Beat it up, and it's the terror.

04:00:30.000 --> 04:00:37.000

Know what this world?

04:00:37.000 --> 04:00:55.000

Tomorrow. Good! That's your mum. Be.

04:00:55.000 --> 04:01:14.000

To brains. There's a.

04:01:14.000 --> 04:01:16.000

You!

04:01:16.000 --> 04:01:19.000
Streets.

04:01:19.000 --> 04:01:28.000
September, knowing what this world is about, watching some good
friends screaming.

04:01:28.000 --> 04:01:38.000
No, we have. I come on streets!

04:01:38.000 --> 04:01:49.000
Turned away from it. Blind man, side of things, but it don't.

04:01:49.000 --> 04:02:06.000
No, but it's some slash! Fly!

04:02:06.000 --> 04:02:15.000
Said you.

04:02:15.000 --> 04:02:20.000
Now said.

04:02:20.000 --> 04:02:27.000
Emma!

04:02:27.000 --> 04:02:33.000
God's Son, show son.

04:02:33.000 --> 04:02:42.000
Love as you.

04:02:42.000 --> 04:02:52.000
My love, death to change!

04:02:52.000 --> 04:03:01.000
Say.

04:03:01.000 --> 04:03:09.000
Say, South, under pressure.

04:03:09.000 --> 04:03:39.000
Under pressure.

04:03:49.000 --> 04:03:55.000
I've got to see you.

04:03:55.000 --> 04:03:58.000
Somehow.

04:03:58.000 --> 04:04:03.000
Not!

04:04:03.000 --> 04:04:07.000
At night, on!

04:04:07.000 --> 04:04:16.000
Hey! Whoa! Can't wait! Come on! Steal away!

04:04:16.000 --> 04:04:25.000
These steel away. Now don't start me.

04:04:25.000 --> 04:04:30.000
Trying to make up your mind.

04:04:30.000 --> 04:04:42.000
Your folk. I sleep, and let's not waste any time.

04:04:42.000 --> 04:04:53.000
Hey! Come on! And the way me years away.

04:04:53.000 --> 04:05:04.000
Know it's wrong asking. There's no other way.

04:05:04.000 --> 04:05:12.000
Be with you. Give all me alone.

04:05:12.000 --> 04:05:17.000
What a broom!

04:05:17.000 --> 04:05:20.000
And we wouldn't.

04:05:20.000 --> 04:05:23.000
Me!

04:05:23.000 --> 04:05:32.000
Tell oh, any bad a and.

04:05:32.000 --> 04:05:40.000
To my said our.

04:05:40.000 --> 04:05:43.000
Stay away!

04:05:43.000 --> 04:05:47.000
Away!

04:05:47.000 --> 04:05:54.000

The way days, this.

04:05:54.000 --> 04:06:18.000

Because I need you. Yes, I do. Oh, yes, Whoa! I mean you need you to be mad.

04:06:18.000 --> 04:06:29.000

The trouble, no trouble set me free. I had seen your face sad.

04:06:29.000 --> 04:06:34.000

It's too much too much for me. Hmm!

04:06:34.000 --> 04:06:52.000

Trouble the trouble. Can't you see you're eating my heart away? And there's nothing much left of me.

04:06:52.000 --> 04:07:01.000

I don't your wine that you have made your wood mine, so won't you be fair?

04:07:01.000 --> 04:07:09.000

So won't you be fair?

04:07:09.000 --> 04:07:14.000

I don't want no more of you, so won't you be kind?

04:07:14.000 --> 04:07:24.000

To me. Just let me go. I have to go there.

04:07:24.000 --> 04:07:30.000

Trouble long trouble me way.

04:07:30.000 --> 04:07:39.000

I have seen your face, and it's too much for me.

04:07:39.000 --> 04:07:49.000

Trouble. Trouble, can't you see you have made me a wreck now?

04:07:49.000 --> 04:07:56.000

Won't you leave me in my misery?

04:07:56.000 --> 04:08:10.000

Seen your eyes, I can see and and bang it on me.

04:08:10.000 --> 04:08:13.000

Hello!

04:08:13.000 --> 04:08:27.000

A feet shadowed and tall. You shocking to see!

04:08:27.000 --> 04:08:30.000

Drama.

04:08:30.000 --> 04:08:42.000

Trouble move from me. I have paid my debt. Now, won't you leave me in my misery?

04:08:42.000 --> 04:08:52.000

Trouble! Oh, trouble! Please be kind. I don't want no fight.

04:08:52.000 --> 04:09:13.000

And I haven't got a I.

04:09:13.000 --> 04:09:26.000

The. And let's tell you are. Have some, hey? Got?

04:09:26.000 --> 04:09:45.000

Oh, let's do to be just the the.

04:09:45.000 --> 04:09:57.000

Thanks, the the.

04:09:57.000 --> 04:10:05.000

Knows what to be. You.

04:10:05.000 --> 04:10:17.000

You to hundreds, 6.

04:10:17.000 --> 04:10:28.000

Race, pretty face you the!

04:10:28.000 --> 04:10:38.000

We are no way.

04:10:38.000 --> 04:11:08.000

I think there's something you should. I think you. I told you me the the to take me lay down to, so we have.

04:11:11.000 --> 04:11:33.000

See that. Don't bother you, and you free.

04:11:33.000 --> 04:11:42.000

Dream.

04:11:42.000 --> 04:11:51.000

Knows we sore so the me, the we different bits.

04:11:51.000 --> 04:12:02.000

I could. You fancy?

04:12:02.000 --> 04:12:13.000

One risk back home. Got you face good, empty.

04:12:13.000 --> 04:12:27.000

Please to me, me.

04:12:27.000 --> 04:12:44.000

Show open deep inside. Me. Be exact. Okay, I.

04:12:44.000 --> 04:12:59.000

We had you do save these eyes, and hey, dance! This is now we have see!

04:12:59.000 --> 04:13:29.000

I don't to dom bomb me real home. Let's.

04:13:48.000 --> 04:13:58.000

I have, and tell what a there was.

04:13:58.000 --> 04:14:04.000

No picture sale, I wouldn't cheat your ass.

04:14:04.000 --> 04:14:14.000

Then you'd best let's watch you get. See me?

04:14:14.000 --> 04:14:33.000

I think so. Thanks, so few honest sometimes. Come, please me. Hello!

04:14:33.000 --> 04:14:56.000

Tell me, and made them. We have to see. Don't lie, and me free at all.

04:14:56.000 --> 04:15:14.000

You got to watch your day free months, freedom! You got to hear what the.

04:15:14.000 --> 04:15:17.000

A!

04:15:17.000 --> 04:15:37.000

You get here?

04:15:37.000 --> 04:15:43.000

Holy! I face the Baron.

04:15:43.000 --> 04:15:53.000

Without is the water.

04:15:53.000 --> 04:15:57.000

Order.

04:15:57.000 --> 04:16:23.000

Hold man night with throats burned dry, and for.

04:16:23.000 --> 04:16:26.000

Good night.

04:16:26.000 --> 04:16:44.000

Each stars, of.

04:16:44.000 --> 04:16:55.000

And now we can on and.

04:16:55.000 --> 04:17:09.000

Body.

04:17:09.000 --> 04:17:30.000

The shadows swing and seem to say, Night, we pray.

04:17:30.000 --> 04:17:40.000

And we'll there. He'll hear Brad and show.

04:17:40.000 --> 04:17:56.000

There's water!

04:17:56.000 --> 04:18:00.000

Moving, and listen to him, Dan. He's the devil!

04:18:00.000 --> 04:18:08.000

Not a man. He spreads the burning sand. Order!

04:18:08.000 --> 04:18:16.000

Seed, and can't you see that big green tree water running?

04:18:16.000 --> 04:18:23.000

It's waiting for you and me.

04:18:23.000 --> 04:18:32.000

Order.

04:18:32.000 --> 04:18:36.000

Daughter.

04:18:36.000 --> 04:18:43.000

Speed, our sword, his yearning. Just one thing.

04:18:43.000 --> 04:18:50.000

Order.

04:18:50.000 --> 04:18:57.000

Please.

04:18:57.000 --> 04:19:17.000

Like me, I guess he liked to rest. No, and old Waters!

04:19:17.000 --> 04:19:29.000

Water.

04:19:29.000 --> 04:19:32.000

Train arrived.

04:19:32.000 --> 04:19:38.000

So it's dehydrated. Cold is long.

04:19:38.000 --> 04:19:42.000

Praying, arrived.

04:19:42.000 --> 04:19:48.000

16 coaches, long.

04:19:48.000 --> 04:19:57.000

Well at lone black frame got on my face, been headed.

04:19:57.000 --> 04:20:00.000

Train, train.

04:20:00.000 --> 04:20:06.000

Come and wrap around your baby here.

04:20:06.000 --> 04:20:11.000

Praying, pray.

04:20:11.000 --> 04:20:15.000

Come and come!

04:20:15.000 --> 04:20:23.000

Well, it toothed my face.

04:20:23.000 --> 04:20:28.000

And train train.

04:20:28.000 --> 04:20:34.000

Coming!

04:20:34.000 --> 04:20:38.000

Brain, train.

04:20:38.000 --> 04:20:44.000

Come on!

04:20:44.000 --> 04:20:58.000

Well, it's bringing my a.

04:20:58.000 --> 04:21:02.000
And.

04:21:02.000 --> 04:21:07.000
And.

04:21:07.000 --> 04:21:13.000
Praying, pray.

04:21:13.000 --> 04:21:17.000
Come round!

04:21:17.000 --> 04:21:27.000
Rain, train.

04:21:27.000 --> 04:21:57.000
Well, it might be better. Never give the women.

04:22:05.000 --> 04:22:11.000
Gentle home.

04:22:11.000 --> 04:22:22.000
Back, a band, the.

04:22:22.000 --> 04:22:34.000
To Abba what largest ever standards the back, small.

04:22:34.000 --> 04:22:38.000
You, yeah.

04:22:38.000 --> 04:22:41.000
Squad!

04:22:41.000 --> 04:22:50.000
Want to.

04:22:50.000 --> 04:22:54.000
And and.

04:22:54.000 --> 04:22:57.000
Just like the dancing. So.

04:22:57.000 --> 04:23:02.000
Not drinking with a lad.

04:23:02.000 --> 04:23:10.000
Place for him. Never get the big valance.

04:23:10.000 --> 04:23:16.000

The.

04:23:16.000 --> 04:23:22.000

Backs of the guys on the back yourself to the ride. But.

04:23:22.000 --> 04:23:35.000

The small.

04:23:35.000 --> 04:23:42.000

Sit down.

04:23:42.000 --> 04:23:46.000

And.

04:23:46.000 --> 04:23:56.000

I'm so well number 7 with me. What's going on?

04:23:56.000 --> 04:24:03.000

Got you under medication.

04:24:03.000 --> 04:24:11.000

Present everyone's forgot to the what happens.

04:24:11.000 --> 04:24:15.000

To, the.

04:24:15.000 --> 04:24:18.000

Small.

04:24:18.000 --> 04:24:22.000

You go? Yeah.

04:24:22.000 --> 04:24:26.000

School.

04:24:26.000 --> 04:24:30.000

Hands away! City! God!

04:24:30.000 --> 04:24:40.000

And.

04:24:40.000 --> 04:25:04.000

The.

04:25:04.000 --> 04:25:11.000

And.

04:25:11.000 --> 04:25:19.000

Now we laughter a 1 million in a drop dead touch. Bingo!

04:25:19.000 --> 04:25:27.000

Downtown train to gunners. I'm in the corner of the pool right next team.

04:25:27.000 --> 04:25:34.000

Man that would be. We're going to go Assembly.

04:25:34.000 --> 04:25:45.000

Hello! Only, Boyman! I can't stand. Hello! Not so far.

04:25:45.000 --> 04:25:50.000

And flower.

04:25:50.000 --> 04:26:02.000

And no more, and that's dipping on the devil's tail across the straps of move the bars of a Cuban jail.

04:26:02.000 --> 04:26:27.000

Not a finger on a knife. Make the trigger someone else's wife from up on top of the map, and so far, and they so far, your children and ha!

04:26:27.000 --> 04:26:31.000

Ha! Hello!

04:26:31.000 --> 04:26:37.000

Hello!

04:26:37.000 --> 04:26:44.000

I Hello!

04:26:44.000 --> 04:26:54.000

I, and.

04:26:54.000 --> 04:27:11.000

And home. High children shit so visible a that was place to talk inside.

04:27:11.000 --> 04:27:15.000

In a trap.

04:27:15.000 --> 04:27:45.000

A downtown tree, show the corner on the Hello!

04:27:53.000 --> 04:28:09.000

I'm so lonely, so I owe them the window to hear of people, to hear sound, sounds of people.

04:28:09.000 --> 04:28:17.000

Venus, planet of love was destroyed by global warming.

04:28:17.000 --> 04:28:26.000

Did its people want too much to did its people too much?

04:28:26.000 --> 04:28:29.000

And you don't want your penny. I just want somebody near me.

04:28:29.000 --> 04:28:43.000

Guess and.

04:28:43.000 --> 04:28:52.000

You know no one will see me. I just need someone to give me more.

04:28:52.000 --> 04:29:01.000

Third on his kiss.

04:29:01.000 --> 04:29:21.000

I knew nobody, nobody, nobody!

04:29:21.000 --> 04:29:30.000

Big and small, and they can small and big and small again.

04:29:30.000 --> 04:29:43.000

You can see. Still, nobody wants me. No one will save me for kids.

04:29:43.000 --> 04:29:55.000

You!

04:29:55.000 --> 04:30:11.000

Bye bye, body know Buddy know nobody knows body.

04:30:11.000 --> 04:30:15.000

Name.

04:30:15.000 --> 04:30:19.000

The.

04:30:19.000 --> 04:30:24.000

The.

04:30:24.000 --> 04:30:45.000

The.

04:30:45.000 --> 04:30:51.000

So!

04:30:51.000 --> 04:31:09.000

The show, the the.

04:31:09.000 --> 04:31:12.000

And.

04:31:12.000 --> 04:31:16.000

You!

04:31:16.000 --> 04:31:22.000

You, you!

04:31:22.000 --> 04:31:28.000

And and.

04:31:28.000 --> 04:31:37.000

As stumbled out of bed, back on red air for the struggle.

04:31:37.000 --> 04:31:45.000

Smoked a cigarette and tightened up my gun.

04:31:45.000 --> 04:31:54.000

I said, this can't be me, must be my double.

04:31:54.000 --> 04:32:10.000

And I can't forget me. I can't forget that I don't remember what, and.

04:32:10.000 --> 04:32:21.000

And.

04:32:21.000 --> 04:32:25.000

You!

04:32:25.000 --> 04:32:39.000

The the road down, hidden down Phoenix. I got this old, the dress.

04:32:39.000 --> 04:32:53.000

Someone that I knew it was hard to find and free all you should have seen us.

04:32:53.000 --> 04:32:57.000

And I can't forget.

04:32:57.000 --> 04:33:15.000

I can't forget Moon and me to do with Big Cap.

04:33:15.000 --> 04:33:23.000

Got this memory?

04:33:23.000 --> 04:33:32.000

And I promise to cross my heart they'll never catch up.

04:33:32.000 --> 04:34:02.000

But if they do just lose me. I loved you all my land, and that's how.

04:34:05.000 --> 04:34:13.000

Great question is the only all-in-one customer research platform built to support customer centric teams like these from invite to insight.

04:34:13.000 --> 04:34:27.000

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04:34:27.000 --> 04:34:46.000

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experiences, user testing and user zoom combined, unlocking new ways for companies to leverage our product strengths in exciting new ways.

04:34:57.000 --> 04:35:22.000

He!

04:35:22.000 --> 04:35:23.000

Yay to our sponsors. Now, if you can believe it, we are on our penultimate presentation of advancing research 2023.

04:35:23.000 --> 04:35:30.000

A and hmm

04:35:30.000 --> 04:35:41.000

I know right. It has not lasted long enough. No, it really has been just an absolute joy of pleasure, and I can't believe we're coming around the mountain here for our last presentations.

04:35:41.000 --> 04:35:42.000

But we are, since we are right on time. I have a question for everybody.

04:35:42.000 --> 04:35:49.000

What did Potassium say to her boyfriend when he made her match?

04:35:49.000 --> 04:35:53.000

Are you ready? Are you ready? Okay, get it because potassium's like, whatever sign or whatever is the letter?

04:35:53.000 --> 04:36:03.000

K s means potassium on the periodic table elements.

04:36:03.000 --> 04:36:04.000

Yeah, anyway, I think you get it. It's my pleasure to introduce to May stage car Maritz and Rachel.

04:36:04.000 --> 04:36:13.000

9. Kara is a mixed methods. User user experience research or working for Atlassian.

04:36:13.000 --> 04:36:20.000

She is passionate about cross-functional research, that empowers teams to understand the impact of their design decisions, whether it be on people, products or services.

04:36:20.000 --> 04:36:25.000

Rachel is based out of San Francisco and currently leads user research for the buying experience at Alllassian.

04:36:25.000 --> 04:36:27.000

Her background is primarily in consumer facing experiences.

04:36:27.000 --> 04:36:33.000

Rachel and Cara. I am very sorry about my Corny joke, but can you join me on main stage?

04:36:33.000 --> 04:36:36.000

I'm excited to have you. Oh, they're coming!

04:36:36.000 --> 04:36:39.000

They're coming!

04:36:39.000 --> 04:36:40.000

Hi!

04:36:40.000 --> 04:36:42.000

Brea, I'm chuckling.

04:36:42.000 --> 04:36:43.000

Yeah.

04:36:43.000 --> 04:36:46.000

With my potassium jokes, caught up the press.

04:36:46.000 --> 04:36:49.000

I love it!

04:36:49.000 --> 04:36:52.000

Alright! Now do either of you have slides to share.

04:36:52.000 --> 04:36:53.000

I do?

04:36:53.000 --> 04:36:58.000

Oh, lovely! Oh, my goodness! And they look awesome already.

04:36:58.000 --> 04:37:04.000

So you both look amazing. I love your slides. I'll let you take it away.

04:37:04.000 --> 04:37:05.000

Thank you. Priya. Hi, folks! Welcome to our session.

04:37:05.000 --> 04:37:15.000

The audit extrapolation, reclaiming the secondary research as well.

04:37:15.000 --> 04:37:21.000

First things. First, I want to give a quick introduction. So, thanks to Bria, I'm Cara.

04:37:21.000 --> 04:37:27.000

I'm based out of Sydney. And I'm currently a yeah user experience.

04:37:27.000 --> 04:37:31.000

Hi! I'm Rachel! I'm dialing in from a rainy day in San Francisco.

04:37:31.000 --> 04:37:35.000

The United States, and I'm thrilled to be here as well.

04:37:35.000 --> 04:37:40.000

I am a user researcher, Atlassian as well.

04:37:40.000 --> 04:37:44.000

So obviously, we're here to reflect on secondary research, and how rich.

04:37:44.000 --> 04:37:51.000

And I believe we should be doing a lot more of it in our practice.

04:37:51.000 --> 04:38:00.000

But before we get into our journey so far, I wanted to give a little bit of backstory, so I want to join me.

04:38:00.000 --> 04:38:09.000

When I was in a point of my career where I was feeling a little bit overwhelmed by the place, I was at.

04:38:09.000 --> 04:38:18.000

I feel like I felt at the time that I was running short and running a really sustainable studies for my team, and I was always reaching for primary research first.

04:38:18.000 --> 04:38:34.000

Had this nagging feeling that I really wasn't making the most of that primary data that I was collecting not really sitting with that daughter for as long as long enough to really internalize what I was hearing from the incredible people I was connecting, with.

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I really wanted to really hear their feedback, and I feel like I wasn't doing enough of that.

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So I decided it was actually time for an intervention.

04:38:43.000 --> 04:38:44.000

Rather than jumping straight to primary data collection is that always would.

04:38:44.000 --> 04:38:55.000

I paused and took stuff. I decided to consolidate the dot I had at hand, and this included anything I could really find.

04:38:55.000 --> 04:38:59.000

I'm structured, daughter, for augmented surveys, interviews, analytics, support tickets, literally anything that I could lay my hands on.

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I started actually pulling together for me to make use of.

04:39:08.000 --> 04:39:16.000

I then caught up some time to start structuring that data and produced a secondary research report.

04:39:16.000 --> 04:39:29.000

Hi I'm really really sure to be deliberate about how I frame the recommendations and insights to make sure I was as action-oriented as possible, and framing those, and much to my surprise, it was one of the most impactful research pieces.

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I had produced in my career. It received wide readership in my team and organization.

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It was used to inform the product of strategy for that quarter, and it went viral in my organization.

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I was reflecting on this experience, thinking, Wow, how a cure of all the research I have done primary.

04:39:50.000 --> 04:39:56.000

This is a piece to go. Viral and as I was reflecting on this Rachel, I got chatting. Turns out.

04:39:56.000 --> 04:39:59.000

Rachel is having a very similar experience in her end.

04:39:59.000 --> 04:40:04.000

And that's why we're here today. We're really excited to reflect on some of the challenges, obstacles.

04:40:04.000 --> 04:40:11.000

About 6 of research that we want to share, based on our journey together.

04:40:11.000 --> 04:40:16.000

Thanks, Kara. So what do we mean by secondary research?

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Our working definition is leveraging work that you have not produced yourself for a project for us.

04:40:23.000 --> 04:40:31.000

This has included internal reports. These are other reports that your research team or other disciplines have generated.

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Third party research. This could be reports external to your company, like those from Gartner Forrester, or from other research businesses, specific databases, and lastly, unstructured data.

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We also believe the definition of secondary research can include triangulating your body of secondary research with unstructured data from live data streams like help or support tickets or analytics.

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Just to name a few I'd like to note here that a single analysis of live data streams can constitute primary.

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Research. But we're specifically referring to the incorporation of these live data streams into a large body of external research and reports from her story, we see that secondary research can have an expansive definition.

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We're asking practitioners to challenge their definition of secondary research by leveraging and triangulating diverse data that across your organization you can efficiently and ethically generate powerful

insights.

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So in our experience of elevating and executing secondary research, we found multiple reasons why we as research practitioners need to advocate for secondary research in our organizations.

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Like I said when Car and I compared our experiences, we realized that we, as researchers, should be compelled to leverage secondary research for many reasons.

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One of the reasons that resonated most with us was the ethical implications of secondary research.

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Ultimately secondary research is a way to respect your target populations.

04:42:10.000 --> 04:42:31.000

Time and effort, rather than constantly dipping into our populations for research that may be determined as external, extractive, we should be ethically obligated to leverage secondary research to answer as many questions as possible, using secondary research to build a foundation of understanding to then determine knowledge gaps is not

04:42:31.000 --> 04:42:39.000

just strategic, but also how we can best respect our users.

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Secondary Research Reports also support more efficient research practices.

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It can be efficient in the sense that it reduces the burden associated with recruitment.

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We know that much time can be associated with recruitment, depending on your target pocket.

04:42:54.000 --> 04:42:58.000

Further, secondary research can unlock extra value from your data.

04:42:58.000 --> 04:43:05.000

If it's thoroughly mined for insights and recommendations.

04:43:05.000 --> 04:43:13.000

Another key. Reason why we should be advocating for secondary research

in our organizations is by simply orchestrating more collaborative activities.

04:43:13.000 --> 04:43:31.000

It reduces the risk of knowledge. Siloing. So through this purposeful collaboration it reduces the risk of duplicating research efforts across either your team or the broader organization by making the most of the data, you and your team have at hand you can connect the dots, between knowledge.

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sharing teams more efficiently and plug those gaps.

04:43:39.000 --> 04:43:53.000

Secondary research can also be really powerful as a means for upscaling over specializing which can lower the barrier to entry by sharing access to large corporate of data that might not be feasible for individuals to collect themselves.

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They folks get access to that dot, they might not have access to otherwise.

04:43:58.000 --> 04:44:08.000

So through collating, existing research, secondary research can be a really fruitful way to understand end-to-end best practice.

04:44:08.000 --> 04:44:20.000

So now that we've shared, why, we think secondary research is so critical for our industry we'll take you through some of the obstacles we face as we've tried to champion it in our own organization.

04:44:20.000 --> 04:44:30.000

So this is included stakeholder, misconceptions, limited access to data and lack of storage infrastructure.

04:44:30.000 --> 04:44:40.000

Not enough time, and lastly, poor collaboration. So these are the most common obstacles we've come across.

04:44:40.000 --> 04:44:50.000

So the number one most common obstacle we've faced is stakeholder misconceptions around secondary research.

04:44:50.000 --> 04:45:00.000

Common Stated Stakeholder misconceptions we have encountered are the belief that secondary research is less rigorous, and therefore not as powerful as primary research.

04:45:00.000 --> 04:45:21.000

We've also heard stakeholders say that secondary research is not as applicable as primary research, because the work we analyzed does not precisely cover their research question or the population study does not exactly align with their ideal target population, further, we've heard stakeholder concerns that somehow secondary is less

04:45:21.000 --> 04:45:30.000

active because it doesn't involve any real-time interactions with the target population.

04:45:30.000 --> 04:45:37.000

Okay, so how if we address these misconceptions, the following are ways we have found some success.

04:45:37.000 --> 04:45:50.000

So personally to start. I actually found that doing a bit of a little, a little bit of the work beforehand has really helped address questions of rigorous present, and elevate the streams of data that would be relevant so when I propose secondary research.

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I will also highlight some of the relevant work I'd like to leverage my stakeholders have often been surprised by the volume of relevant work.

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I have presented in my proposal again. Thus addressing their concerns around rigor.

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Another task is to highlight the proposed outcome, and tight stakeholder needs.

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This can often address concerns regarding applicability and efficacy of the secondary research.

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This can help them understand what to expect if they've been unfamiliar with secondary research in their projects before.

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And lastly, well, secondary research is often undertaken by the researcher themselves opening it up for stakeholders to follow along should address any concerns about it, feeling less active than primary research.

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I let my stakeholders often have access to the lists that I'm analyzing along with links and sort of short notes.

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They often enjoy having access to a curated list, and also read some of the reports that they find really interesting.

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Another idea is possibly workshopping lightly, workshopping with your stakeholders.

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Some of the analysis, as well.

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Obstacle number 2. Limited access to data and lack of storage infrastructure.

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What a sentence! So the key to executing powerful secondary research has dependencies a very real obstacle is often found around not having access to the data you need, and a lack of storage infrastructure where this data is still an access to dive a little bit deeper into this

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one some obstacles include. No, it's research being centralized.

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So insights are popping up everywhere all at once. Hi!

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Volumes of data, this data being generated, a high volume that you might even be across.

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Yet, and then, of course, uncle ownership of that data and the research outputs that really prevent you from consolidating it.

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Looking towards some tactics we've taken definitely at the very, very beginning in your journey.

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Start a repository. I know it's a lot of times in our industry, but just really choosing anything that works for you, and your team is key.

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So we are here to put a particular tool, but rather an agreed-upon method, by which data wrinklers like yourself might be easily to access that data that you need.

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So really meeting your team organization, whether at with a tooling somewhere that is accessible somewhere where you're already storing that information.

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Secondly, streamlining the process, importing you.

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Dot is also key. Excuse me, folks, losing my voice.

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You don't you don't need to write a script in order to adjust that data. It can be as simple as exporting a Csv file and then doing a block upload to that space that centralization space of your choice.

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Taking an approach, is making, making it as collaborative as possible, as a collaborative exercise is also really key.

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So the the kind of idea here is that if everybody is sharing everybody consensus benefit from that open access data I really wanted to highlight this.

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A very real initial button here for you as the researcher to start taking these actions.

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And really this is best friend as a long-term investment.

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So really for your insanity until I set expectations with your team.

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Here I have a really really simple example of how we centralize some of reporting in our team land.

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The infrastructure doesn't have to be complicated.

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We use something as simple as a table that includes a few agree upon essentials like the title, Summary Team, and other relevant tags.

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The real key, as as I keep stressing, is getting consensus around how you roll out these sort of approaches. And I'm getting that oversight

that you really really need.

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Jumping to optical number 3. Not enough time.

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There's a very real perception at secondary research is a mere precursor to pharmaceutical collection.

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I myself was guilty of that being a real detour from like the real real primary data collection.

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The real research.

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And so some potential tactics I've taken to reframe secondary research myself, but also my stakeholders as to position, research as being time saving.

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So less time is spent on collecting that data, and you have more time for really really deep analysis, something that I was really craving.

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It can also be more cost efficient. So you're really getting the most value from that research across, either your team organization.

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Another tactic looks worked for us. It's being really, really purposeful with define the different research phases as part of your secretary, research as you would with planning primary.

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So really highlighting each stage from data collection, that kind of consolidation, analysis, synthesis writeup and that shared pack of insights.

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Okay, so our last obstacle for collaboration.

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So effective research, effective secondary research can suffer from poor collaboration.

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In our expansive definition of secondary research, collaboration is necessary to not just procure access to data streams, but also to build consensus around what that data means when we say poor

collaboration.

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This speaks to multiple different issues in our experience, we've seen no collaboration due to researchers not knowing who to collaborate with this can stem from a lack of understanding of teams, leaders and functions within an organization for collaboration can also be due to a lack of collaborator

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buy-in collaborators may not completely understand why they should expand resources working with you providing you access to their data streams.

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They also may simply be unclear on what you're even asking for.

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And lastly, for communication researchers may build relationships to access another team's data or reports, but failed to build consensus on what that even what the data means.

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Okay, so how might we address these issues related to port collaboration?

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These are some tactics we have used to help us so very clear, like, build relationships regularly and early on.

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For me. This is involved reaching out to teams even before I had a request of any kind, explaining research and possibly developing a regular engagement.

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This helped build a better mutual understanding of what each of our teams do, and also helps teams understand what collaboration might look like down the line.

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However, if you are in a situation where you need collaboration now, which is very common, but you don't have a relationship with that team.

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We found that leveraging an advocate into that relationship can be very effective in the past.

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I've received this type of help from my design product or program management partners.

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So building these strong relationships should help researchers know who to collaborate with and we'll also open up communication channels to build consensus around the data.

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Now to address a lack of stakeholder, buy-in.

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We found that what often often helps is delivering a very clear request along with the goal of your project.

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This sounds a little bit more complex than it sounds, because it does require understanding what outputs this team specializes in and how they allocate work, so that you can make the request most understandable to them.

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Lastly, whenever you do deliver insights, share credit with your collaborators.

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This returns to relationship building. It demonstrates you are a good partner and highlights a team's.

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The impacts they had by partnering with you.

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Great. So we've talked you through our vision for secondary research, and how to overcome the most common obstacles as we wrap up here, we want to challenge everyone here to examine your definition and expectations of secondary research we as an industry.

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Should be advocating for secondary research, not only for its efficiencies and action, ability before its ethical implications, for the target populations that we study.

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Ultimately the move to elevate secondary research is a standard in our industry starts with our own practice.

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Once we incorporate it into our own practices, it can then evolve into a standard that we uphold each other to leverage existing bodies of

knowledge as best practice.

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So before I close. For part, I just want to share a secondary research success story.

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As Cara mentioned earlier last year. I had also engaged in a large secondary research project that helped define the strategy for a key initiative within my space.

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During the development of this very talk an adjacent group reached out to me that request a similar piece of work in order for them to define their strategy and understand research needs.

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This is a drastic change, and big win for us. It is a transation from prescriptive research requests to request a request for an assessment of existing knowledge and a strategic partnership to define future work.

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So ending on that positive note. Thank you, everyone for listening, and thank you for the Rosenfeld team for putting this all together and giving us this opportunity to stand with you.

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That was amazing. Okay, you guys have plenty of time.

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So let's dive into these questions. The first one is actually comment. So my comments. It's not a question.

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But I love the focus on making sure. Secondary research is used.

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Helps make the primary research that much stronger. Since you can identify the true knowledge gaps and avoid exploring the lower value questions.

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So kudos to you, ladies. Thank you. Patricia has a question, though Patricia asks, when or what circumstances should you consider secondary research data stale or or and not use it?

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Excuse me like, maybe if it's years old, or the personas have changed somewhat.

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Happy that start first and car. You can jump in as well.

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I think the idea of shelf life of research is very important.

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I think that is a very valid question.

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And I think it's something that we, as researchers often think about.

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I think it starts with also understanding the type of research that you're sort of leveraging I think there is a bleeding. It's like evergreen research.

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We talk about research that is meant to really hone in on the core, like motivations, etc.

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That are meant that are distinctly at the beginning when we execute and conduct them, are meant to be ever green.

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One in our sort of organization is top tasks that we, I think, what the real push and pull there is actually for us has been getting stakeholders to understand that content and research can be evergreen.

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But I think I think there is also an the world changes rapidly.

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The context of our world changes quite fast. So I think it is also valid to understand and say that you know there has been a lot of changes like maybe certain parts of our research aren't.

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They do need to be refreshed, but I think that requires an understanding of what is ever green in terms of the motivation of people, as versus saying like, how do they interact with the spaces around them?

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If those spaces have changed.

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Yeah. A great answer. Anything to add, Kara?

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Yeah, yeah, I think, based on my experience I think it can depend on the level of granularity.

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You're looking to answer a question that. So with that, what I mean is if it's discouraging work, more strategic work, oftentimes that kind of evergreen nature of the daughter is a little bit more a little bit more accessible.

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I suppose we are doing the really really tactical things.

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Of course, you know, concept testing, you'll probably hear from limitations really, really quickly, with the secondary data you have at hand.

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So I think it just depends on the as Rachel said.

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Really the problem space, how you're defining it. And then the data that we've been applicable. But yeah, the levels of granularity is really important to measure before you sort of start.

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Oh! Another great response. Alrighty! Next question is from Nicky.

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Advice, for one secondary research is key for scoping Uxr, which can be hard because it's not necessarily built into a timeline.

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Yet!

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Yes, exactly. So, that really resonates with that early early phase of resetting, there being like feeling a little, I suppose, if I send the question correctly, I think really the key here is setting yourself up.

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Hmm!

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So you already kind of across the data that you could tap into so that kind of glory for yourself, I guess, in some ways where you have that Urs, in order to know what kind of action to take.

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And if it's relevant in that kind of initial scoping.

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So again, that kind of research infrastructure is really, really key. I think.

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And like, I said, doesn't have to be complicated. It can be really, really simple.

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But I think that sort of my advice. I would give Rachel.

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I don't know if.

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Yeah, I mean, this is a fantastic question. Thank you, Nicky.

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I think this is what our presentation is about is even in the question.

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It's like secondary research is not quite research. And this goes into like this.

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This goes into like the definition of where we place it in our toolkit, as like it is it's not a precursor.

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It can be actually a very strategic piece of work that counts as real research.

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And I think a lot of the time it references.

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Actually, a lot of the talks earlier today, I think in Rs.

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And Ari their talk. They talked about how we need to position ourselves.

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More strategically and one aspect of that is maybe not focusing so much on methodology, but really just showing sort of the results of

that.

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And that that could be related to how we position secondary research in our toolkit but saying, like we came up, we, you know, found these amazing insights by crossover, all of these different pieces of work, and like these are the insights.

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But we maybe we don't. You know. There are clearly many misconceptions about secular research from our stakeholders.

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Maybe we don't need to put that so upfront.

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But like but we could have these great insights, no matter how we got there.

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Yeah.

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So I think I think your question touches a little bit on how we, as practitioners, are sort of positioned secondary research, and then position it to our stakeholders.

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Yeah, 2 awesome answers. Once again, I'm gonna hop right in because we're running out of time.

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Now Donald is asking I think there's an element of being involved in primary research that makes it a richer experience for collaborators or stakeholders.

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I'm wondering if you felt that, and what you've done to make the secondary research consumption more engaging.

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Maybe that's just more detail on your collaboration point.

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I mean I'm happy to. I feel like we've been yeah.

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I love it. We're all sitting here smiling at each other like Yup! Yup!

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I'm not answering. Are you gonna answer?

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Buying time I mean again.

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Another great question. I think this is something that we touched on just slightly.

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But I think definitely can be expanded upon absolutely. I think we, as research practitioners, know the value and the power of a clip of, you know, having someone say something that your stakeholder wants them to say, so I think the secondary research how I sort of made it.

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More active and trying to make it richer, is bringing them along on the process.

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Hmm!

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If they want that to happen, and I think that really goes again into sort of positioning it, and some of that can be like a workshop where you can pull from the primary research.

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If for us, in our repository we're able to pull clips from like past studies. For instance.

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So they can actually see if they really value that aspect. But a lot of times, even being able to understand, like the high cue, like level takeaways from from third party research, which is something that a lot of stakeholders don't have the time to find themselves and interact with they find a lot of value in

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that as well. So again, this goes back to it to just changing not only our minds on how we can leverage secondary research, but then also transforming into how we present it to stakeholders as well.

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Yeah, yeah. Yeah. An awesome answer. Anything to add, or should we hop to?

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The next question will be the last one or last 2.

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Let's do it. Last question. Drop it, fire!

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Alrighty! Alrighty! So Julia asked if the different secondary studies had different persona segments or archetypes, how did you normalize your data to make sure you were comparing apples to apples?

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Did you create a dummy segmentation or something like it?

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Oh, great question! I generally speaking, I follow some of the grounded theory approach so, starting completely from scratch, and then building up the kind of constructs that I want to actually study.

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So looking at a data set with a generally kind of fresh set of eyes, there is, of course, for human, after all, and as a very real anchoring effect, potentially.

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So, looking at that again, you're still sort of seeing projections of, you know those personas, or preexisting sort of interpretations of that data.

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So really, I think, getting some distance approaching it fresh and again to some extent, I think, working a different style really helps me so rather than kind of engaging the daughter in a different way that I have previously.

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It sounds a little silly, but getting a big whiteboard and engaging with it that way in a more physical way, sometimes helps me to start a little bit from scratching that. But I do acknowledge there's always that risk of sort of projecting so those preconceptions in that

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data set. And I think trying to get that distance is really important.

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A great answer. Anything to add, Rachel?

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Alrighty! Well, we are at a time but you guys want you guys have 1, 2, 3 more questions and counting in the chat, I'm gonna let you guys grab them and slack when you get a moment, too.

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But what a great way for the penalty presentation of the Conference to end!

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Really, you guys are lovely. I'm so grateful for your expertise in your time, and the crowd is going wild in the chest.

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So go, take on some of your applause. I hope you have a lovely evening and a lovely rest of your day.

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Thank you for your.

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No, I think it's a great question. Thank you.

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Of course, already. Friends. So we are going to take a break before we go into the final presentation of advancing research.

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2023, and it's going to be from a familiar face.

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Victor Urduaya, who opens up the conference, is going to close us out.

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Speaking about research in the flurry verse already, folks, I'll see you in 10 min bye, for now.

05:05:15.000 --> 05:05:28.000

And.

05:05:28.000 --> 05:05:31.000

And.

05:05:31.000 --> 05:06:01.000

And.

05:06:02.000 --> 05:06:09.000

Like to dedicate this junior park.

05:06:09.000 --> 05:06:16.000

I'm going I'm gonna carry on in his name.

05:06:16.000 --> 05:06:34.000

Same la! I love it like I do, and all the changes tipping me through used all my money.

05:06:34.000 --> 05:06:45.000
That's a test. I the.

05:06:45.000 --> 05:06:48.000
The river.

05:06:48.000 --> 05:06:51.000
Watch me! Down!

05:06:51.000 --> 05:07:00.000
Want to change my!

05:07:00.000 --> 05:07:19.000
I the treated me so bad, and all the things we could have had is a
notion I can 6 days and I will never regret.

05:07:19.000 --> 05:07:31.000
Tell me I here!

05:07:31.000 --> 05:07:35.000
And.

05:07:35.000 --> 05:07:40.000
Thanks.

05:07:40.000 --> 05:07:43.000
And.

05:07:43.000 --> 05:07:50.000
The on me.

05:07:50.000 --> 05:08:00.000
Me to me to hey!

05:08:00.000 --> 05:08:04.000
Hello! Hours?

05:08:04.000 --> 05:08:12.000
They render, and and.

05:08:12.000 --> 05:08:31.000
And the ha! Ha! Ha! Don't know that all the things 2 and the 16
candle!

05:08:31.000 --> 05:08:34.000
I don't have.

05:08:34.000 --> 05:08:38.000
Tell me!

05:08:38.000 --> 05:08:51.000
Understand.

05:08:51.000 --> 05:08:54.000
Into the river.

05:08:54.000 --> 05:08:58.000
I won't know.

05:08:58.000 --> 05:09:03.000
The.

05:09:03.000 --> 05:09:06.000
I don't know.

05:09:06.000 --> 05:09:14.000
Do you? Ha! Ha!

05:09:14.000 --> 05:09:35.000
I hey!

05:09:35.000 --> 05:09:37.000
For the.

05:09:37.000 --> 05:09:40.000
For the.

05:09:40.000 --> 05:09:54.000
Ha! Ha! Ha! Ha! Ha! Ha!

05:09:54.000 --> 05:10:00.000
Don't be shocked to tell.

05:10:00.000 --> 05:10:07.000
To choice you don't be sharp.

05:10:07.000 --> 05:10:16.000
7. It's the no matter. You know this.

05:10:16.000 --> 05:10:34.000
With this you could the this, you with this?

05:10:34.000 --> 05:10:39.000
Walk down with them. It won't attract the one now.

05:10:39.000 --> 05:10:49.000
What, and walk without, and?

05:10:49.000 --> 05:10:54.000
Want to. You never!

05:10:54.000 --> 05:11:00.000
The.

05:11:00.000 --> 05:11:16.000
100 this show me show the to go. Whatever.

05:11:16.000 --> 05:11:19.000
Ok, the.

05:11:19.000 --> 05:11:22.000
Hey!

05:11:22.000 --> 05:11:32.000
Build this with that with that, with this.

05:11:32.000 --> 05:11:34.000
This?

05:11:34.000 --> 05:11:40.000
With this?

05:11:40.000 --> 05:11:43.000
Hello!

05:11:43.000 --> 05:11:56.000
Bud to be. Do it. And my girl, I guess you just don't understand.

05:11:56.000 --> 05:12:03.000
As I drift, go, for I'm a she's a boy.

05:12:03.000 --> 05:12:09.000
Scound no down, bummer, smooth.

05:12:09.000 --> 05:12:12.000
Move on!

05:12:12.000 --> 05:12:18.000
The and stuff.

05:12:18.000 --> 05:12:21.000
Style.

05:12:21.000 --> 05:12:39.000
With this, with this, Noah, you can listen with this.

05:12:39.000 --> 05:12:43.000
Me. I.

05:12:43.000 --> 05:13:03.000

Oh!

05:13:03.000 --> 05:13:16.000

Hey!

05:13:16.000 --> 05:13:22.000

I!

05:13:22.000 --> 05:13:41.000

And wow, you!

05:13:41.000 --> 05:13:51.000

Ok.

05:13:51.000 --> 05:14:10.000

Heh? The hmm! Hmm! The they I!

05:14:10.000 --> 05:14:13.000

And.

05:14:13.000 --> 05:14:18.000

Hmm!

05:14:18.000 --> 05:14:37.000

Oh, well, to I on the because.

05:14:37.000 --> 05:14:44.000

Alrighty all, if you can believe it, we're close without this conference, but I cannot think of a better speaker to close us out with.

05:14:44.000 --> 05:15:02.000

It is my honor to introduce to the stage of Victoria having started his career in the design and development of computational tools for scientific application, Victor shifted his focus to the social impact space and informational communications technologies for development both community and international development, he's a practitioner and advocate of participatory

05:15:02.000 --> 05:15:09.000

design, a meta, methodology, a meta methodology. He's used in both the private and public sector as welcome. Victor.

05:15:09.000 --> 05:15:11.000

We are thrilled!

05:15:11.000 --> 05:15:14.000

Thank you. It's good to be here. How are you?

05:15:14.000 --> 05:15:15.000

Oh, I'm well, actually, I was looking you up before you came on stage.

05:15:15.000 --> 05:15:22.000

Do you want to, Hspba in Houston?

05:15:22.000 --> 05:15:26.000

Don't tell me you went to the same high school.

05:15:26.000 --> 05:15:27.000

Oh!

05:15:27.000 --> 05:15:28.000

Oh, I did not go to the same high school now. I have a lot of friends that went to Hsba, and not only that, you know.

05:15:28.000 --> 05:15:32.000

Y'all got a very famous Erica badu fiance.

05:15:32.000 --> 05:15:34.000

Yeah, yeah, yeah, yeah.

05:15:34.000 --> 05:15:38.000

Robert Glasper. I don't know. That's right. You go to school with any of those folks.

05:15:38.000 --> 05:15:39.000

Yeah, I did.

05:15:39.000 --> 05:15:44.000

Yeah, I believe it. Do you play any instruments?

05:15:44.000 --> 05:15:45.000

Okay, well, we will.

05:15:45.000 --> 05:15:51.000

I do. You see? Actually, the the talk is going to share a little bit of ouristic attempts.

05:15:51.000 --> 05:15:54.000

So it'll be different.

05:15:54.000 --> 05:15:58.000

Okay, well, I'm excited to see it. Do you have any slides or anything to share?

05:15:58.000 --> 05:16:02.000

I have no slides. It's just me and the art.

05:16:02.000 --> 05:16:03.000

Okay, well, we can't wait to see the art great, to learn a little bit

more about you today.

05:16:03.000 --> 05:16:27.000

Take it away, Victor. Thank you for your time.

05:16:27.000 --> 05:16:32.000

From the mountains to the marshes in the 7 Seas, from the savannah to the cloud forests and icy frieze.

05:16:32.000 --> 05:16:39.000

From these conc and currents of change for telling of wisdoms, paths, and the yarn of story.

05:16:39.000 --> 05:16:56.000

A wise win arises no escapes, surprises, and surges, searches and re searches for a warm embrace, a welcoming space for a sanctuary, a haven, a non totalizing people's liturgy of knowledge is wide wind floats above a pre-turbulent

05:16:56.000 --> 05:17:12.000

flurry of chaotic air, powered by the mislaid invention of fire and slowly descends undulating by happenstance or plan, but definitely by chance, upon the warm ear of a trousing good awakened, she says, okay, grandmaama tell me a story not just any

05:17:12.000 --> 05:17:14.000

folk Laurie tale with a nice morally end.

05:17:14.000 --> 05:17:18.000

I want a story that moves and quakes me, palpitates my heart and shakes me.

05:17:18.000 --> 05:17:22.000

It makes me a story that in grounding me thoroughly unhouses me.

05:17:22.000 --> 05:17:24.000

And unsettling me, resettles me in a distantly familiar land.

05:17:24.000 --> 05:17:29.000

I want to go somewhere. I want to share the experience of a journey, a yearning for that which I never knew.

05:17:29.000 --> 05:17:30.000

I already had. I want a story fraught with the vulnerabilities and interpretations of truth, not facts.

05:17:30.000 --> 05:17:37.000

A story that will teach me and reach me again and again each time I hear it a new.

05:17:37.000 --> 05:17:41.000

Alas! I wish I had a story.

05:17:41.000 --> 05:17:44.000

And the community members around the fire looked at Elder. Grandma.

05:17:44.000 --> 05:17:50.000

God knows, perhaps to see her desire, her satisfaction, and her reaction.

05:17:50.000 --> 05:17:59.000

She leaned her head back in and laughed.

05:17:59.000 --> 05:18:04.000

You are not so little. Okay, okay, you are growing. Why is there?

05:18:04.000 --> 05:18:11.000

And wiser. Each day I shall give you a story, a story about story.

05:18:11.000 --> 05:18:12.000

Let me tell you about a time when story was wounded. What do you mean?

05:18:12.000 --> 05:18:27.000

If I take grandma, my God knows well, just as my name shows, there are some things that we do not know, only God and we've cultivated a cult cult, cultivated, a culture of comfort with the discomfort of knowing of not knowing.

05:18:27.000 --> 05:18:45.000

But in this distantly near past, there was a time when people vastly prioritize truth over story claim to know all things, to be able to search re, search, uncover, and bring everything to the light, never realizing that benefits of darkness, based on notions of the self, is separate sciences king, the economy, is God, and the real they judge

05:18:45.000 --> 05:18:55.000

every thing, always knowing and being, and searching and re searching, by how well it measured to their lurching, understanding, and those ways of being and knowing and searching and researching, that we're different.

05:18:55.000 --> 05:19:08.000

We're seeing as not real knowledge, not real searching, not real re searching, not resurgent, but divergent artificial wastelands, devoid of rigor and methodology.

05:19:08.000 --> 05:19:33.000

Only one understanding of science, one understanding of the economy based on scarcity, one understanding of knowledge based on ignorance, one understanding of rigor and methodology, starting before what they

call the modern Arab calcified by modernity into modernism on the foundation of a rising academia causing an anemia, rejecting any idea or thought or paper

05:19:33.000 --> 05:19:44.000

that expresses the experience of another world. And yet there, living a better story, reworlding and re-storing, we were trans.

05:19:44.000 --> 05:19:52.000

Local and indigenous communities, still practicing a different way of knowing, of unities, of being, searching, researching.

05:19:52.000 --> 05:20:01.000

In the midst of this, in those yesterday years, according to the universal order, knowledge was only mainstream, institutional knowledge.

05:20:01.000 --> 05:20:02.000

The kind you find in a boot camp, university, or College river map, conforming to Western methodologies taught in those colleges.

05:20:02.000 --> 05:20:31.000

Spaces, including conferences where the universal order dominated over places, research became a job in a profession professing to know itself, it flat to 2 dimensions through our apprehension to an investigation, to establish a factor reach a conclusion it was disillusioned that subjugated story that limited research to interview based and analytics based and some

05:20:31.000 --> 05:21:01.000

observation based on qualitative searching, that limited analysis to coding and synthesis, to grounded theory claiming research deficit based living a better story, re-worlding and restoring.

05:21:04.000 --> 05:21:25.000

We were trans local. And indigenous communities, still practicing a different way of knowing, of unities, of being, searching, re, searching. In the midst of this violent conflict we lived other types of knowledge beyond mainstream institutional knowledge books, boot camps, in college we held Embody knowledge in our carnal

05:21:25.000 --> 05:21:42.000

corporate selves, intuitive knowledge in our minds, and which one daily dwells. Energetic knowledge in our movements, bodies, old and young, spiritual knowledge in our stories, poems, fables, and tongue, relational knowledge.

05:21:42.000 --> 05:22:01.000

And between you and me, lance rocks and sees aesthetic knowledge in our art making and art, seeing community and culture knowledge, our

practices, languages, and R.

05:22:01.000 --> 05:22:18.000

Cardinal still continuing to use her body to tell the story, she expanded her hands, her left from her right, and spoke to the space in between them, for it is in the in between spaces where power is exposed, just as a Kaiyek God knows you see we lived different kinds of knowledges.

05:22:18.000 --> 05:22:25.000

More we value them more than what you find, and we value them institutions and colleges for mainstream, institutional knowledge.

05:22:25.000 --> 05:22:32.000

It's just a study of aesthetic, energetic, intuitive, embodied relational community and cultural lived.

05:22:32.000 --> 05:22:39.000

Experiential knowledge is these, knowledge is always ahead of mainstream institutional knowledge for experience, pioneers.

05:22:39.000 --> 05:22:45.000

The path without naming the mainstream Institutional knowledge seeks the fame stakes a claim in the ground, discovering that ground of our being.

05:22:45.000 --> 05:22:49.000

Are you truly, seeing we didn't flee and run, freeze or fight? We stood.

05:22:49.000 --> 05:22:53.000

Our ground survived another day, another night we lived and practiced a different way.

05:22:53.000 --> 05:23:03.000

The universal order dictated that mixed methods and practice were almost always qualitative and quantitative tactics, without sharing that both were too sides of the same colonial d wilding story.

05:23:03.000 --> 05:23:04.000

No, we lived a be Wilding story. De gourcing and life breathing, seating with possibilities.

05:23:04.000 --> 05:23:10.000

Mixed methods were not just quantitative and qualitative practices for us.

05:23:10.000 --> 05:23:13.000

They were need based, asset, based and desired based activities.

05:23:13.000 --> 05:23:21.000

They were path based, present based and future based proclivity.

05:23:21.000 --> 05:23:25.000

They were then little Emma chimed in predicting colonial and decolonial methods.

05:23:25.000 --> 05:23:30.000

Her head rose with glee.

05:23:30.000 --> 05:23:34.000

A hush fell on on the fire. You could even hear the fire.

05:23:34.000 --> 05:23:42.000

Please! No, doing that, for those didn't mix as opposed to it.

05:23:42.000 --> 05:23:49.000

You universal world, supported by the University in a plura versal world, a world of many sensors.

05:23:49.000 --> 05:23:55.000

You see, coloniality and colonialism have no place for any way of being that cannibalizes the other ways.

05:23:55.000 --> 05:24:04.000

In this case coloniality does not support the life, giving pluralverse but moves us in the direction of the death-dealing universe.

05:24:04.000 --> 05:24:19.000

Any one way of being knowing, searching, and researching that cannot exist in a player versus one that in size is Metastasizes ingest and digest the other verses, poems, rhymes, times, worlds, realities, and ontologies, and all our mama ji said it best and in

05:24:19.000 --> 05:24:27.000

those days their world was full of Americor Eurocentrism, but America, Eurocentricity was nowhere to test, nowhere to be found.

05:24:27.000 --> 05:24:41.000

You see, Americor, Eurocentrism is a dominating patriarchal force and strange rhyme that subjugates and consumes other ways of being one course at a time, while American eurocentricity is simply a particularist approach that is open to conversations with other ways of being

05:24:41.000 --> 05:24:45.000

but does not encroach, but can broach, cross, ontological interactions.

05:24:45.000 --> 05:24:58.000

And yet there we were, living a better story, reworlding and restoring.

05:24:58.000 --> 05:25:02.000

But the system.

05:25:02.000 --> 05:25:06.000

Did not respond or change.

05:25:06.000 --> 05:25:12.000

There. There is a way of attacking a system that simply reinforces it.

05:25:12.000 --> 05:25:15.000

Short cries went out from the community around the fire.

05:25:15.000 --> 05:25:20.000

So we lived and hoped, but in our hearts we knew that the work was not on our side, but on the side of the colonial few.

05:25:20.000 --> 05:25:24.000

We had given an assignment to the dominating forces of the Universal Order.

05:25:24.000 --> 05:25:34.000

They had work to do, and their work was late. Their work was passed due, though not knew. It ruthfully deflated us to truly experience the escalating violent.

05:25:34.000 --> 05:25:40.000

And then one day a Colonial researcher stepped out and refused to sing the colonial melody.

05:25:40.000 --> 05:26:02.000

It cost their job, but they did it. Eddie. It cost their friends, but they lived on to say, I will not do extractive work anymore in any way, nor pop up a system that says what other people do is not true or real or research, that what they have is not knowledge that they are not worth anything and then 3

05:26:02.000 --> 05:26:05.000

moons. Later a second Colonial researcher did the same.

05:26:05.000 --> 05:26:08.000

She had even more power in the system, and still renounced her fame over the years.

05:26:08.000 --> 05:26:25.000

The slow trend continued, some with Skye or water power stayed in their organizations, changing the organization's practices and ways of being and knowing changing their organization's rituals and ways of

searching and re searching whether inside or out the form of colonial researchers all gathered together building

05:26:25.000 --> 05:26:33.000

sustainable, place, based ecosystems of livelihoods for one another, engaging us in the process of living.

05:26:33.000 --> 05:26:49.000

A better story in the process of being and rewilding, planting and tending and restyling, simply being and breathing with in and as a part of creation and that's when change happens, not because we did our work, but they finally did their knowledge was no longer flattened but included all

05:26:49.000 --> 05:26:58.000

types and new ones each day, researcher research was no longer an investigation to establish a fact or reach a conclusion.

05:26:58.000 --> 05:27:08.000

Research could be anything that gathers stories, organizes, transmits, analyzes, synthesizes, communicates, commits knowledge, research was always, but finally became relationships.

05:27:08.000 --> 05:27:11.000

Sharma, seam story, story. Tell me sacrificed.

05:27:11.000 --> 05:27:22.000

Hold, hold rich rich rich community communities, try try new new thing, favorite favorable family song songs, conversations.

05:27:22.000 --> 05:27:25.000

Brady Local rice in your hair before future slave masters.

05:27:25.000 --> 05:27:29.000

Kidnap you and your family trying to steal and snuff out your song.

05:27:29.000 --> 05:27:39.000

But you develop new ones instead and research grew beyond trying to establish a factor and reach a conclusion beyond problem, solving or question answering to legacy, leaving S.

05:27:39.000 --> 05:28:04.000

System, stewardship heritage, preservation, survival, more education, relationship, building, love, embodiment and expression, and the former colonial researchers gave up claims to universal truth, setting and motion for each place based group to apprentice the world in their ways of being knowing searching and researching all of us local and indigenous groups took our own local place and created

05:28:04.000 --> 05:28:12.000

the research worlds. You see today what world kite.

05:28:12.000 --> 05:28:19.000

A single tier roll gently and slowly down the cheek of a kite. To God knows!

05:28:19.000 --> 05:28:28.000

Our pluriverse of research, but I don't know any research is a kite exactly in our world today.

05:28:28.000 --> 05:28:29.000

Research is not a job or professional professor giving a lesson.

05:28:29.000 --> 05:28:38.000

No think about the poorversal meanings of research. Everyone does research as part of their tasks.

05:28:38.000 --> 05:28:39.000

And Job, it's embedded into the very nature of what it means to live, survive, persevere, thrive in our world.

05:28:39.000 --> 05:28:49.000

The remaining people who work as professional researchers practice place-based research methods in the context of radical participatory research.

05:28:49.000 --> 05:28:55.000

If they are in a place with a community that sores knowledge and fables, they participate in fable-based, community-LED research.

05:28:55.000 --> 05:29:00.000

If in a community where knowledge is stored in dances, they practice community-LED dance aesthetic research.

05:29:00.000 --> 05:29:17.000

If then, songs, they practice community-LED musicological research, you see in the plural verse, we do not have researchers who predominantly do interview based survey based and a little bit of observation based research, there are many centers including art based research that dance based research document based research research into songs fables, poems and parables.

05:29:17.000 --> 05:29:22.000

research of communities, literatures, ethnomusicological research, phenomenological research.

05:29:22.000 --> 05:29:36.000

And yes, if a part of the culture interview based research, you see, in the plural verse, we don't only practice qualitative experience research, there are many sets, including quantitative and mixed

05:31:27.000 --> 05:31:44.000

From the mountains the marshes, and the 7 seas from the savannas and the cloud forests, and the icy freeze from these constant currents of wisdoms, pass the lower of folk and the yarn of story a wise, win the rises no escapes

05:31:44.000 --> 05:31:49.000

surprises and surges, searches and read searches for warm embrace.

05:31:49.000 --> 05:31:56.000

A welcoming space for sanctuary, a haven, a non totalizing people's liturgy of knowledge.

05:31:56.000 --> 05:32:05.000

This wise wind floats above a pre turbulent flurry of chaotic air, powered by the misnamed invention of fire, and slowly descends undulating.

05:32:05.000 --> 05:32:10.000

Happen. Stands or plan, but definitely by chance, upon the warm year of a drowsing girl by the fire.

05:32:10.000 --> 05:32:16.000

But this time she remained asleep.

05:32:16.000 --> 05:32:19.000

How much of the story did she miss the Kai take?

05:32:19.000 --> 05:32:24.000

God knows, asked the community, as she placed a kiss on the wrist of her granddaughter.

05:32:24.000 --> 05:32:27.000

No one knew.

05:32:27.000 --> 05:32:34.000

That is okay. We will tell it again, for here.

05:32:34.000 --> 05:32:37.000

We.

05:32:37.000 --> 05:32:45.000

Living a better story free, styling, and buckwhiley Wilding and reading.

05:32:45.000 --> 05:32:51.000

Pre-worldy and restoring.

05:32:51.000 --> 05:33:00.000

Restoring.

05:33:00.000 --> 05:33:02.000
It's it's over now, case well!

05:33:02.000 --> 05:33:07.000
Oh, okay, I don't know. That was I was like, I'm not gonna interrupt.

05:33:07.000 --> 05:33:12.000
If he's not done, because that would be America.

05:33:12.000 --> 05:33:18.000
Okay. That was amazing, Victor. I'm sorry to ruin the impact without my because I didn't know you were done.

05:33:18.000 --> 05:33:20.000
But that was amazing. Everyone in the chat was like, I I don't have any questions.

05:33:20.000 --> 05:33:27.000
How do you? How do you recover after something like this?

05:33:27.000 --> 05:33:31.000
That was incredible. I'm glad I asked about Hsba, because you're right.

05:33:31.000 --> 05:33:36.000
I can definitely see a pretty heavy influence of the arts.

05:33:36.000 --> 05:33:42.000
Yeah, no questions. Really, you don't have any questions. People are just mostly trying to figure out how to recover.

05:33:42.000 --> 05:33:43.000
Who's that?

05:33:43.000 --> 05:33:49.000
Okay, as I mean. Sorry. It's my son, my 4 year old son.

05:33:49.000 --> 05:33:55.000
He's jumping in. Okay?

05:33:55.000 --> 05:33:56.000
Yes, yes.

05:33:56.000 --> 05:33:58.000
It's okay, massive research loves all practitioners of all ages for included.

05:33:58.000 --> 05:33:59.000

Yeah.

05:33:59.000 --> 05:34:06.000

If people don't have questions, I could talk a little bit about what my thinking was, if that's helpful.

05:34:06.000 --> 05:34:07.000

Okay.

05:34:07.000 --> 05:34:09.000

Yeah, I think that would be helpful. Everyone is just trying to take in which has happened.

05:34:09.000 --> 05:34:10.000

Yes.

05:34:10.000 --> 05:34:11.000

They weren't expecting such a really resounding presentation that that was amazing.

05:34:11.000 --> 05:34:15.000

Yeah. Please, feel? Free.

05:34:15.000 --> 05:34:20.000

So I think when when I was first, you know, find out I was gonna be in the program for this topic.

05:34:20.000 --> 05:34:29.000

I I was I was in a I don't remember what I was doing, but I was doing something artistic, and it occurred to me that, hey!

05:34:29.000 --> 05:34:30.000

Why do I always separate my worlds? What you know I do.

05:34:30.000 --> 05:34:39.000

Artist stuff with these people, and I do more of the academic stuff here, and I do more of the you know. Why don't I just bring them together?

05:34:39.000 --> 05:34:44.000

And so it just immediately came to me. Oh, it'd be great to do this through some type of art form.

05:34:44.000 --> 05:34:56.000

But, secondly, it felt a little disingenuous to talk about the pluriverse, which is saying that there are different understandings or definitions of what we call research or design in different places around the world.

05:34:56.000 --> 05:35:06.000

Different communities, and to to talk about that from the normal way we think of knowledge, presentational knowledge with an expository talk.

05:35:06.000 --> 05:35:11.000

I said, well, if if we understand that different knowledge is, why don't I try to share it through a different type of knowledge?

05:35:11.000 --> 05:35:13.000

So I said, Yeah, why don't I do aesthetic knowledge?

05:35:13.000 --> 05:35:28.000

So meaning, not just the actual words that I'm saying, but listening to places where there's rhyme. And why wasn't their rhyme in this place, in the the rhythm and the meter and the energy and the where it slows down?

05:35:28.000 --> 05:35:35.000

And where it comes up and what's hidden in that? And what is that trying to say? And how does that connect to this idea of the perverse? So there is some of that.

05:35:35.000 --> 05:35:37.000

And so for me, it's not so much about, hey?

05:35:37.000 --> 05:35:40.000

Do you have questions and like, ask them? Because I think if you were trying to write questions, you're missing part of it.

05:35:40.000 --> 05:35:47.000

But think of a good book, a good story. You come back to it again and again, and each time you take something different or something new.

05:35:47.000 --> 05:35:54.000

So my hope is that as long as you have access to this you can come back and rewatch and maybe pick up something new, because that's kind of how our.

05:35:54.000 --> 05:36:02.000

Yeah, and I have no doubt in my mind that people will be returning to this that really was a statue. You can tell that this is your crft.

05:36:02.000 --> 05:36:06.000

I'm so grateful that you felt comfortable enough to bring that part of yourself to the community.

05:36:06.000 --> 05:36:09.000

That's so kind of you. Thank you. Alrighty.

05:36:09.000 --> 05:36:13.000

Yeah, I'll share. I'll show. Oh, sorry. Are you done?

05:36:13.000 --> 05:36:14.000

I didn't know if we were done. Okay.

05:36:14.000 --> 05:36:17.000

Nope, I'm not. I'm I. We speak. I don't have nothing to say.

05:36:17.000 --> 05:36:24.000

There, there's a there's a really beautiful book called Researches Ceremony, by Sean Wilson.

05:36:24.000 --> 05:36:27.000

Some of you might know it, and I want to reach. I'm going to add.

05:36:27.000 --> 05:36:28.000

Yeah.

05:36:28.000 --> 05:36:47.000

I'll tell you where I add words, but it Sean says this indigenous epistemology, so think of epistemologies, of the study of how we know things or ways of knowing so indigenous epistemology is all about ideas, like research forming through the formation of

05:36:47.000 --> 05:36:54.000

relationships. Research cannot be taken out of its relational context and still maintain its shape.

05:36:54.000 --> 05:36:57.000

So this is almost like the Heisenberg principle.

05:36:57.000 --> 05:37:11.000

Some of you know this. It is not possible to both know the context and definition of research at the same time, so the closer you get to defining research, the more it loses its context.

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Conversely, the more research is put into context, the more it loses its specific definition that we gave it up here at the high level.

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So that's a little bit of what I'm trying to explore there in different ways. Some of them are more challenging.

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Some of them are more like, Oh, yeah, I do mix methods. I do.

05:37:30.000 --> 05:37:37.000

You know, so trying to expand it. And and if it's helpful I can give an example of I do that in a particular project. If that's helpful.

05:37:37.000 --> 05:37:40.000

Only if you want to, you do have a question.

05:37:40.000 --> 05:37:41.000

Okay, good. Let's go to questions.

05:37:41.000 --> 05:37:51.000

Someone, how often do you employ other forms of presentations and academic settings outside of typical talks or slideshow?

05:37:51.000 --> 05:37:55.000

In academic settings. Is that did it say in academic settings?

05:37:55.000 --> 05:37:56.000

That's correct. Yup!

05:37:56.000 --> 05:38:06.000

Rare, I would say, rare. There are some communities, academic communities, because you're asking about academic settings where it's a little more open.

05:38:06.000 --> 05:38:07.000

Yeah.

05:38:07.000 --> 05:38:15.000

So, for instance, there's like a plur reversal book study group I know of, and there are some pluraversal communities that are trying to bring about.

05:38:15.000 --> 05:38:16.000

What would you say? The plurversal future of research trying to?

05:38:16.000 --> 05:38:25.000

Because it in some sense it already exists. But in some sense it's it's it's not in the forefront, it's not dominant.

05:38:25.000 --> 05:38:27.000

And so they're trying to work about what does the future research look like?

05:38:27.000 --> 05:38:28.000

And can we open up and expand for other ways? So I do do some of that.

05:38:28.000 --> 05:38:50.000

I think another way, I might answer, that is, that sometimes when I submit, so I have a I have a paper right now submitted to an academic journal, that that instead of instead of writing the paper in a normal way, it writes it in a conversational way, so it's a conversation between myself and the and the other co-author

05:38:50.000 --> 05:38:56.000

try to embody a little bit of the relationality that we're talking about, because it's about relational design, relational research.

05:38:56.000 --> 05:39:04.000

Yeah. Oh, it's amazing what a great response man, you're very generous with us, and I want to reiterate.

05:39:04.000 --> 05:39:14.000

Thank you for being generous with your spirit, for being generous with your words, for thinking critically about these problems, and this time I think you really uplifted a lot of folks who are going through a hard time in this community.

05:39:14.000 --> 05:39:19.000

So really thank you. And now, if there's anything else you want to share, you have as much time as you want anything else.

05:39:19.000 --> 05:39:21.000

You want to close this out with.

05:39:21.000 --> 05:39:25.000

I can always burn time if I so I 5 min, you know.

05:39:25.000 --> 05:39:26.000

If you want, or we can either way.

05:39:26.000 --> 05:39:29.000

Let me, I'll say one really. Okay. I'll say one really quick thing.

05:39:29.000 --> 05:39:31.000

So if you're if you're in the chat.

05:39:31.000 --> 05:39:33.000

So I have this one project. Some of you know. It's we're doing relational research.

05:39:33.000 --> 05:39:40.000

Most people when they say relational research, they mean research in relationship.

05:39:40.000 --> 05:39:51.000

So I try to. I do research with people with whom I already have relationship research with related so I'm doing research with people.

05:39:51.000 --> 05:39:52.000

And I'm building relationships as I do that or research for relationships.

05:39:52.000 --> 05:40:06.000

I'm doing action based research design research to design something to improve.

05:40:06.000 --> 05:40:07.000

Hmm!

05:40:07.000 --> 05:40:20.000

But I mean something different, which is relationship building as research. So if you and if you're in the chat for a quick moment, if if I took away your house, your money, your job, all your all those types of things, how long would it take you to find a to get a meal, how long would it take you

05:40:20.000 --> 05:40:24.000

to get a meal if I took away all your money and your job in your house.

05:40:24.000 --> 05:40:26.000

Go ahead and type that in.

05:40:26.000 --> 05:40:27.000

You're getting. Most people are typing.

05:40:27.000 --> 05:40:41.000

How long would it take you? Okay, how long would it take you to find a place to sleep? Go ahead and type that in.

05:40:41.000 --> 05:40:48.000

And how long would it take you to get another job which I know is particularly a sensitive topic in the moment?

05:40:48.000 --> 05:40:52.000

But how long would it take you to do that?

05:40:52.000 --> 05:40:53.000

So!

05:40:53.000 --> 05:41:07.000

Now, as you continue writing that most of the people that I talked to kind of, I know we're not all exactly at the same so significant level, but generally professional working, office-based researchers lab based researchers, they'll say something like this.

05:41:07.000 --> 05:41:10.000

They'll say, well, I can get food in a few hours.

05:41:10.000 --> 05:41:17.000

I could find a place to sleep by the same night by the same day, and I could find a job in X number of months, and I say, Well, why is that

the case?

05:41:17.000 --> 05:41:25.000

And usually they'll say something like, and you might put this in the chat because I know somebody because my family is nearby, because I have friends, because I have connections.

05:41:25.000 --> 05:41:30.000

You have a network, etc. And I think over the past, I'd say 5, 10 years I've been hearing this more and more.

05:41:30.000 --> 05:41:38.000

People have a greater understanding of this social network. Right? So this helps us reframe from an economic lens.

05:41:38.000 --> 05:41:52.000

Poverty, poverty isn't the absence of money poverty is the absence of relationships right or another way I could say it is poverty is the absence of relationships through which money or resources flow.

05:41:52.000 --> 05:41:55.000

But this isn't only true about.

05:41:55.000 --> 05:42:00.000

The resource of money I could choose a different resource, right?

05:42:00.000 --> 05:42:06.000

So. In other words, ignorance isn't necessarily the absence of knowledge.

05:42:06.000 --> 05:42:14.000

I would argue in the same way that ignorance is the absence of healthy relationships through which knowledge flows.

05:42:14.000 --> 05:42:15.000

Yeah.

05:42:15.000 --> 05:42:22.000

And it's often because we don't have that relationship that we have to go out and do extracted word I'm not in relationship with the community that I supposedly serve. So let me go out.

05:42:22.000 --> 05:42:33.000

Get that information, and then kind of do it and use. And so what we do in relational research is we just we build relationships and the knowledge automatically flows.

05:42:33.000 --> 05:42:35.000

So I have a project where we're designing.

05:42:35.000 --> 05:42:42.000

It's a social design project. But there is technology. But we don't start from a technology technological perspective technology gets pulled in.

05:42:42.000 --> 05:42:43.000

Yeah.

05:42:43.000 --> 05:42:51.000

So we're trying to design a racially just parent teacher organization or Pta parent teacher, association and we're just doing relationship.

05:42:51.000 --> 05:42:56.000

We get all this knowledge just from the relationship building their different dialogic methods.

05:42:56.000 --> 05:42:59.000

Agoras grins, sustained dialogue, etc.

05:42:59.000 --> 05:43:10.000

That for relationship building knowledge begins to flow and relationships give rise to ideas as opposed to coming from analysis or traditional analysis or synthesis and relationships affect the implementation.

05:43:10.000 --> 05:43:12.000

So it's a whole thing. I could talk more about it.

05:43:12.000 --> 05:43:27.000

But that's one of the examples because the community that we're working with doesn't have an individualist ontology like a way of being there are very relational community non like non us, American, which is very individualist.

05:43:27.000 --> 05:43:28.000

Yeah.

05:43:28.000 --> 05:43:33.000

So this fits with their kind of way of being, and it's kind of really beautiful. What?

05:43:33.000 --> 05:43:37.000

That is absolutely astounding. It sounds like exactly the type of thing we would want to support.

05:43:37.000 --> 05:43:41.000

Is there a website or a URL, or something we can do or share with our communities that they kind of build momentum around this awesome work or not? Yet. Okay.

05:43:41.000 --> 05:44:03.000

But I ask just a case, yeah, it's okay. When it when it's ready, you just let us know, because we will shout it out to our networks, because the work that you just described is crucial to the way that our children our families our communities are able to kind of appreciate the experience the world in

05:44:03.000 --> 05:44:08.000

a better light, you know. I feel like that's part of the good good work of research is trying to create a world that is just that is equitable, that gives everyone who deserves a voice.

05:44:08.000 --> 05:44:18.000

And opportunity for that voice to be shared, and your work that you just described.

05:44:18.000 --> 05:44:23.000

I mean in a parent teacher context to be shared and your work that you just described, I mean in a parent teacher context to let us know when the website's ready.

05:44:23.000 --> 05:44:32.000

If there's a go fund, me you better share with us, because you should see the way the chat you got 32 do messages I have. I think so.

05:44:32.000 --> 05:44:40.000

Me 32 new messages in 3 min, like really amazing people are very much engaged, and we are now at time the victor.

05:44:40.000 --> 05:44:45.000

I think it goes without saying you are an opener in our closer, and I could not think of a better person to do it.

05:44:45.000 --> 05:44:46.000

I mean wow! Thank you for your time. Thank you for your generosity.

05:44:46.000 --> 05:44:49.000

Thank you, appreciate.

05:44:49.000 --> 05:44:53.000

Thank you for continuing to do the good good work, and then telling us about it. Both things are not.

05:44:53.000 --> 05:44:58.000

I do not take out of those things for granted. Alrighty, Victor, thank you.

05:44:58.000 --> 05:45:03.000

Alrighty friends, and that is what we call a conference.

05:45:03.000 --> 05:45:04.000

That was the very last presentation of advancing research. 2023.

05:45:04.000 --> 05:45:15.000

Beau! Don't! Don't go! Don't know, do not forget about our sponsors offers in our digital swag by today is the last day of the conference.

05:45:15.000 --> 05:45:18.000

This is your last opportunity to take advantage of the digital swag bag.

05:45:18.000 --> 05:45:21.000

So go ahead, take out your smartphone, take a picture of the QR. Code.

05:45:21.000 --> 05:45:26.000

You should see on the screen, or if that is not your speed, Rfld, dot me slash AR!

05:45:26.000 --> 05:45:29.000

23 dash sponsors! Get your free stuff.

05:45:29.000 --> 05:45:30.000

You bought it, you paid for it. Please get your free things.

05:45:30.000 --> 05:45:37.000

3, because you bought. I think you understand what I'm getting at.

05:45:37.000 --> 05:45:40.000

Please go get the digital side by offers. They're very important now.

05:45:40.000 --> 05:45:48.000

Session, notes, sketch, notes, resource lists, videos and Speaker decks are being shared to the conference website as we speak, and a lot of them are already up there.

05:45:48.000 --> 05:45:49.000

We will email you with everything. Everything is available. But take a look to see what's up there.

05:45:49.000 --> 05:46:02.000

Now, if there are any of your favorite presentations, I know Victor is definitely going to be one of our favorite. His stuff is not up there yet. So do not. It's okay. We promise we'll email you.

05:46:02.000 --> 05:46:08.000

When Victor's presentation and video is up, and any other resources he has for us to share.

05:46:08.000 --> 05:46:09.000

So that is really important. I did wanna make sure you know that.

05:46:09.000 --> 05:46:11.000

So this is the last day of the advancing Research Conference.

05:46:11.000 --> 05:46:15.000

However, the advancing research community is thriving year long.

05:46:15.000 --> 05:46:22.000

Please, complete your conference. Evaluation. It really helps us know how we can improve, and also what events we can throw throughout the year.

05:46:22.000 --> 05:46:29.000

That help continue this conversation we want to hear from you now.

05:46:29.000 --> 05:46:38.000

The Advanced Research Conference was founded on the idea that the I mean, I think I said that. Yes. So the great conversation we have in the last few days doesn't need to end until next year.

05:46:38.000 --> 05:46:49.000

Yes, anyway, the one thing I do want to call out, though, is that we do have free monthly video conferences and other really cool stuff in the advancing research community. So please invite your colleagues to participate and additionally, like fill out your survey so that we know what to put for this

05:46:49.000 --> 05:46:52.000

community what type of events we can throw for this community?
Alrighty!

05:46:52.000 --> 05:46:56.000

So if you're enjoying this Rosenfeld Conference, you'll want to know about the next one.

05:46:56.000 --> 05:47:00.000

Please let your ux design house knows that. Take no to tickets to enterprise ux are now on sale please register before prices go up, which is at the end of the day.

05:47:00.000 --> 05:47:14.000

Today, so truly sign up. Tell your friends it'll be a really winged day dude all the time. It'll be warm outside, and we have some summer themed jokes.

05:47:14.000 --> 05:47:18.000

But yes, please sign up for enterprise. Ux! It's gonna be a ball.

05:47:18.000 --> 05:47:21.000

Please join us now. Another Rosenfeld media title, Closing the Loop by

Shila.

05:47:21.000 --> 05:47:27.000

Baba was just released on March first. You guys are hurting you mentioned it before.

05:47:27.000 --> 05:47:30.000

Cheryl is super duper. Cool. Please, please please check out her book.

05:47:30.000 --> 05:47:34.000

She spent a lot of time, effort, and energy writing for this community, check it out.

05:47:34.000 --> 05:47:36.000

You want one of miss it. Check the digital swag bag.

05:47:36.000 --> 05:47:39.000

I don't know. You might find something that might help you get another.

05:47:39.000 --> 05:47:48.000

I don't know.

05:47:48.000 --> 05:47:51.000

Alrighty. We'd like to thank our amazing sponsors.

05:47:51.000 --> 05:47:54.000

That's dovetail. That's fable. That's great question.

05:47:54.000 --> 05:47:57.000

That's Madallia. That's user testing. That's maze.

05:47:57.000 --> 05:48:06.000

That's tremendous. Thank you, sponsors, for your support, and a valuable sessions you held this week, and for the offers in the digital swag bag I really cannot emphasize enough.

05:48:06.000 --> 05:48:07.000

Once again none of this would be possible without our sponsors.

05:48:07.000 --> 05:48:13.000

So everyone please, at your home alone in the evening or in the morning.

05:48:13.000 --> 05:48:16.000

Please clap at your screen with me for our amazing sponsors.

05:48:16.000 --> 05:48:23.000

Thank you. Sponsors, alrighty folks, and that is it for me I am handing a back to Lou.

05:48:23.000 --> 05:48:30.000

Thank you, everyone for another awesome conference, and I will see y'all later. Bye.

05:48:30.000 --> 05:48:31.000

Yes.

05:48:31.000 --> 05:48:34.000

Don't go away, Brio, not yet. Because the thank you's are not d10, my God!

05:48:34.000 --> 05:48:40.000

Well, let me thank. I gotta thank everyone. So as I thank you, please turn on your video so everyone can see your faces.

05:48:40.000 --> 05:48:43.000

You're all going to see people you haven't seen, but you know they're there.

05:48:43.000 --> 05:48:48.000

You know they've been working behind the scenes really hard for as long as the last year.

05:48:48.000 --> 05:49:02.000

So let me thank, first of all, our curation team of Christians, Jim Ahmed, and that Victor Guy Whoa please turn on your video so great, so thank you so much.

05:49:02.000 --> 05:49:06.000

Next up all this speakers, workshop instructors.

05:49:06.000 --> 05:49:15.000

Please turn on your video. Please show your faces. You guys have been amazing so much hard work has gone into it so clearly the case.

05:49:15.000 --> 05:49:19.000

Just you. You've literally advanced the field of research these last 3 days.

05:49:19.000 --> 05:49:26.000

So thank you so much. Next up, please turn on your video our wonderful cohort facilitators.

05:49:26.000 --> 05:49:40.000

Cohorts make this whole thing run. Cohorts are an amazing way to make a format that people often look down upon a lot more interesting, a lot more educational and a lot more useful.

05:49:40.000 --> 05:49:45.000

So thank you for making this a great experience for the people who participated in cohorts.

05:49:45.000 --> 05:49:54.000

A special thanks to Melissa Burnett and Kristin Ramirez, and unofficially to Dave Highffer, who seemed to be everywhere, in every cohort.

05:49:54.000 --> 05:49:58.000

Thank you all. Turn on your video. I gotta thank my team at Rosenfeld Media.

05:49:58.000 --> 05:50:07.000

That's Karen Corbett. Ellie Kyle, who's just been masterful at operating the operations with some help from Nellie Wallenberg.

05:50:07.000 --> 05:50:14.000

Great to have you, Mary, Justec, Philly, Sabrile, April, Merlin, Michelle Kaplan, and my brother Ed.

05:50:14.000 --> 05:50:29.000

Other people have done amazing work. We call him the specialist Nathan Golder, Speaker, Coach David Nicholson, our scribe, Loren Tanter, our librarian, and Mj. Broadband, our visual scribe, you're going to start seeing the amazing work.

05:50:29.000 --> 05:50:35.000

They've been doing these last few days appear in your inboxes and on the program page.

05:50:35.000 --> 05:50:40.000

Finally, I may be Lou, but Brea, you are the glue.

05:50:40.000 --> 05:50:54.000

Thank you so much. You are incredible. You really are the conductor of this train, and we love having you involved, and you make this a really special experience every time you're part of it.

05:50:54.000 --> 05:50:58.000

So thank you so much, Bria. And finally, thank you all.

05:50:58.000 --> 05:51:04.000

We will see you next year. Who knows? Maybe in person. Fingers crossed.

05:51:04.000 --> 05:51:07.000

Alright, everyone. Lots of love from Brooklyn.

05:51:07.000 --> 05:51:11.000

It's no longer coffee, o'clock. I'm going to go pound to Schlitz.

05:51:11.000 --> 05:51:14.000
Bye, everyone, thank you.

05:51:14.000 --> 05:51:31.000
Hi! Everyone.

05:51:31.000 --> 05:51:41.000
On the ground. Head and sky. It's okay. I know nothing's wrong,
nothing.

05:51:41.000 --> 05:51:51.000
And I hey!

05:51:51.000 --> 05:51:59.000
My father. Yeah.

05:51:59.000 --> 05:52:03.000
And.

05:52:03.000 --> 05:52:12.000
And no. What do you?

05:52:12.000 --> 05:52:17.000
So!

05:52:17.000 --> 05:52:34.000
Whoa! I!

05:52:34.000 --> 05:52:37.000
Whoa!

05:52:37.000 --> 05:52:46.000
You!

05:52:46.000 --> 05:52:50.000
And.

05:52:50.000 --> 05:53:01.000
Oh, come back where I want to be, but I come on.

05:53:01.000 --> 05:53:12.000
And it. Guess how business came. Place, rock, and no, I found you.

05:53:12.000 --> 05:53:21.000
Oh, you funny! There was a time before we were born. Someone!

05:53:21.000 --> 05:53:27.000
Where we?

05:53:27.000 --> 05:53:40.000
Da da, and God and feminine. I.

05:53:40.000 --> 05:53:50.000
Battle. Me got a.

05:53:50.000 --> 05:54:05.000
I don't know. Love it!

05:54:05.000 --> 05:54:19.000
And eyesened by a you love that no!

05:54:19.000 --> 05:54:22.000
The.

05:54:22.000 --> 05:54:28.000
!

05:54:28.000 --> 05:54:31.000
Wow!

05:54:31.000 --> 05:54:37.000
They!

05:54:37.000 --> 05:54:40.000
And.

05:54:40.000 --> 05:55:05.000
You!

05:55:05.000 --> 05:55:13.000
Now!

05:55:13.000 --> 05:55:38.000
Like this?

05:55:38.000 --> 05:55:48.000
Thank you. So found some little STEM by me.

05:55:48.000 --> 05:55:54.000
We saw.

05:55:54.000 --> 05:55:58.000
See.

05:55:58.000 --> 05:56:02.000
We're passionate about. There's no way we could.

05:56:02.000 --> 05:56:06.000
Just 2.

05:56:06.000 --> 05:56:22.000
Show me. Receive your understand? Yeah, see?

05:56:22.000 --> 05:56:25.000
The.

05:56:25.000 --> 05:56:31.000
So I tell you.

05:56:31.000 --> 05:56:42.000
See God, you!

05:56:42.000 --> 05:56:55.000
Let me fall!

05:56:55.000 --> 05:56:59.000
Ravens.

05:56:59.000 --> 05:57:08.000
With my wife, so more than you live.

05:57:08.000 --> 05:57:17.000
Just let it go. Afraid to. No!

05:57:17.000 --> 05:57:26.000
Yes, you say.

05:57:26.000 --> 05:57:32.000
Shall be your staying.

05:57:32.000 --> 05:57:37.000
Get the.

05:57:37.000 --> 05:57:41.000
Can do something.

05:57:41.000 --> 05:58:11.000
You see God!

05:58:34.000 --> 05:58:39.000
And.

05:58:39.000 --> 05:58:42.000
And.

05:58:42.000 --> 05:58:55.000
And.

05:58:55.000 --> 05:59:01.000

Hey? The time of my life!

05:59:01.000 --> 05:59:07.000
This way, people.

05:59:07.000 --> 05:59:23.000
And down.

05:59:23.000 --> 05:59:53.000
To.