

HOW MARKET RESEARCH CAN INFLUENCE YOUR STRATEGIC PLAN

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A close-up photograph of a person's hands holding a calendar. The calendar is open to a page with several green sticky notes attached. The text is overlaid on the left side of the image. The background is dark and out of focus.

**DID THE LAST TWO
YEARS CHANGE HOW
YOUR FIRM LOOKS AT
ITS MARKETS AND
SERVICES?**



DID YOUR
MARKET'S
BEHAVIOR
SURPRISE
YOU?

IF YOU ANSWERED **'NO'**
TO EITHER OF THOSE
QUESTIONS... 

WELCOME

TO *Fabulous*

LAS VEGAS

NEVADA

YESCO



WHY MARKET RESEARCH AND WHY NOW?

Change is
constant and
information is
your compass

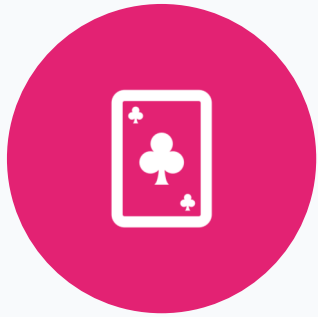


WHY MARKET RESEARCH AND WHY NOW?

1. Historic gut methods don't work
2. The impact is far from over
3. Your firm needs to make decisions



WHAT IS THE RISK OF NOT DOING THIS?



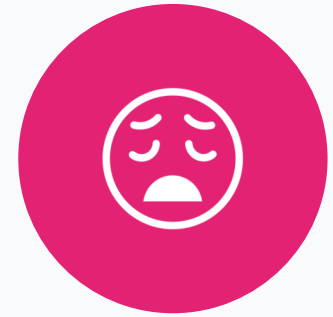
**PLAYING
CATCH-UP**



**POTENTIAL BRAND
DAMAGE**



**EXPENSIVE
EXPERIMENT**



**FATIGUE FOR
FUTURE INITIATIVES**



Q:

**DOES YOUR FIRM CONDUCT
MARKET RESEARCH?**

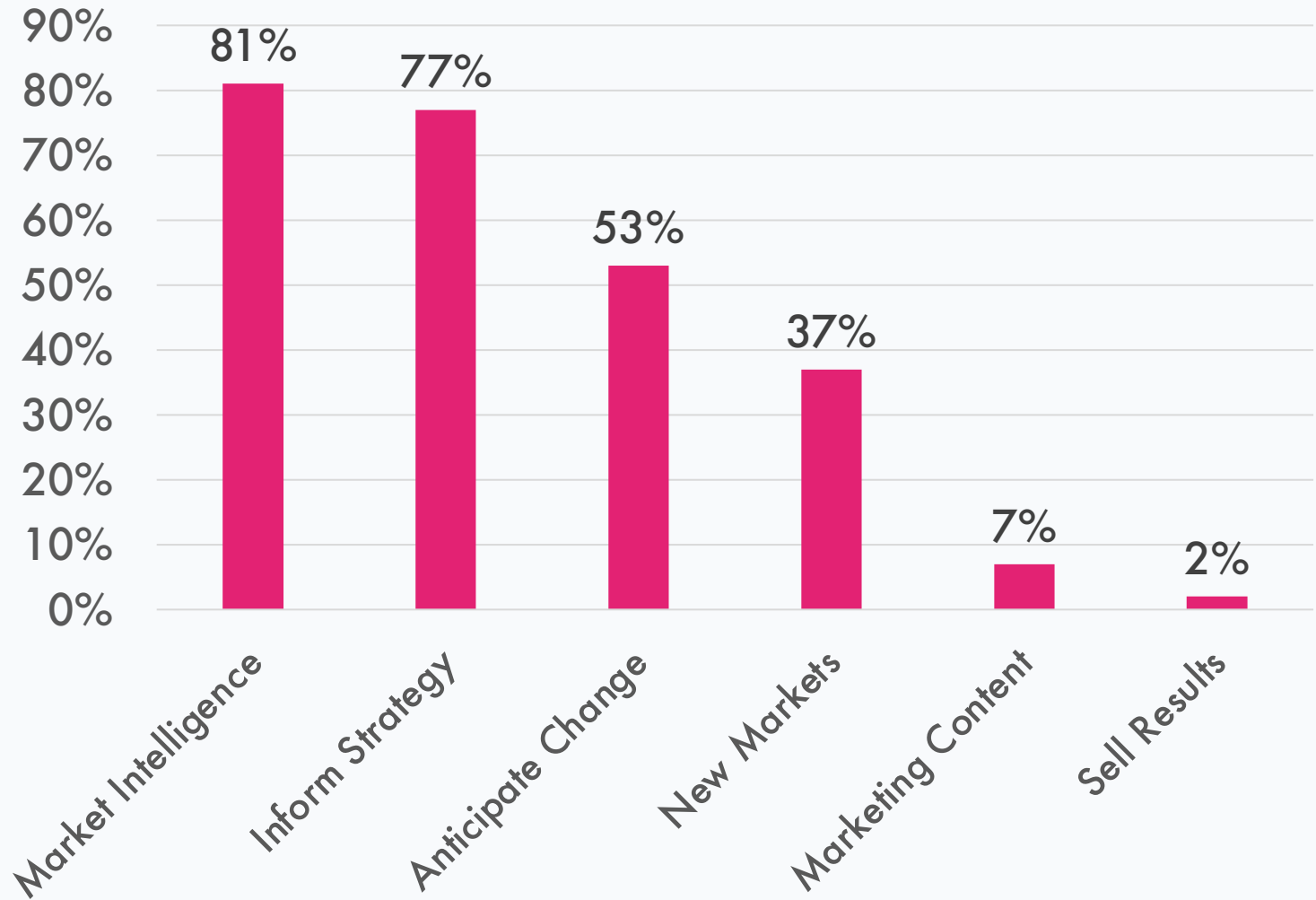
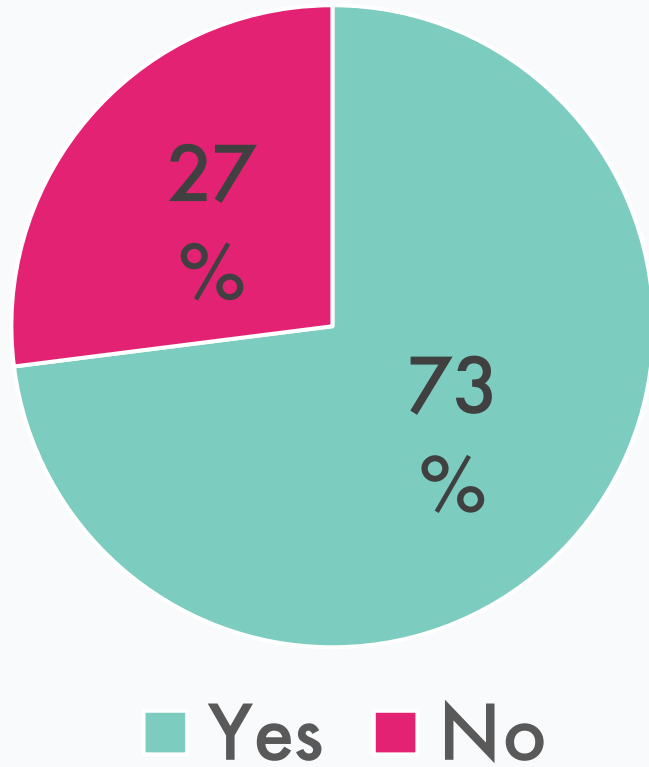


A: ZWEIG GROUP 2021 MARKETING REPORT

Dropped August 2, 2021



ZWEIG GROUP 2021 MARKETING REPORT



YOU ARE ALREADY DOING IT

- Pursuit Go/No Go
- Competitive Analysis
- Client Surveys or Interviews



HOW TO GET STARTED.

DEFINE MARKET RESEARCH.



**ANSWER TO A QUESTION
THAT INFORMS ACTION
WITH A DEFENDABLE WHY**



OVER-HEARD AT AN OFFICE NEAR YOU...

Bob just moved to China, so we are going to open an office there.

I hear industrial is **HOT** right now. Let's get into that work.

Did you hear that our competitor just hired a new principal in a new sector? We should be in that too!



**ANSWER TO A QUESTION
THAT INFORMS ACTION
WITH A DEFENDABLE WHY**





CRAFT THE RIGHT QUESTION(S)



**DOES YOUR FIRM HAVE A
STRATEGIC PLAN?**



**DO YOU KNOW YOUR FIRM'S
VISION STATEMENT?**

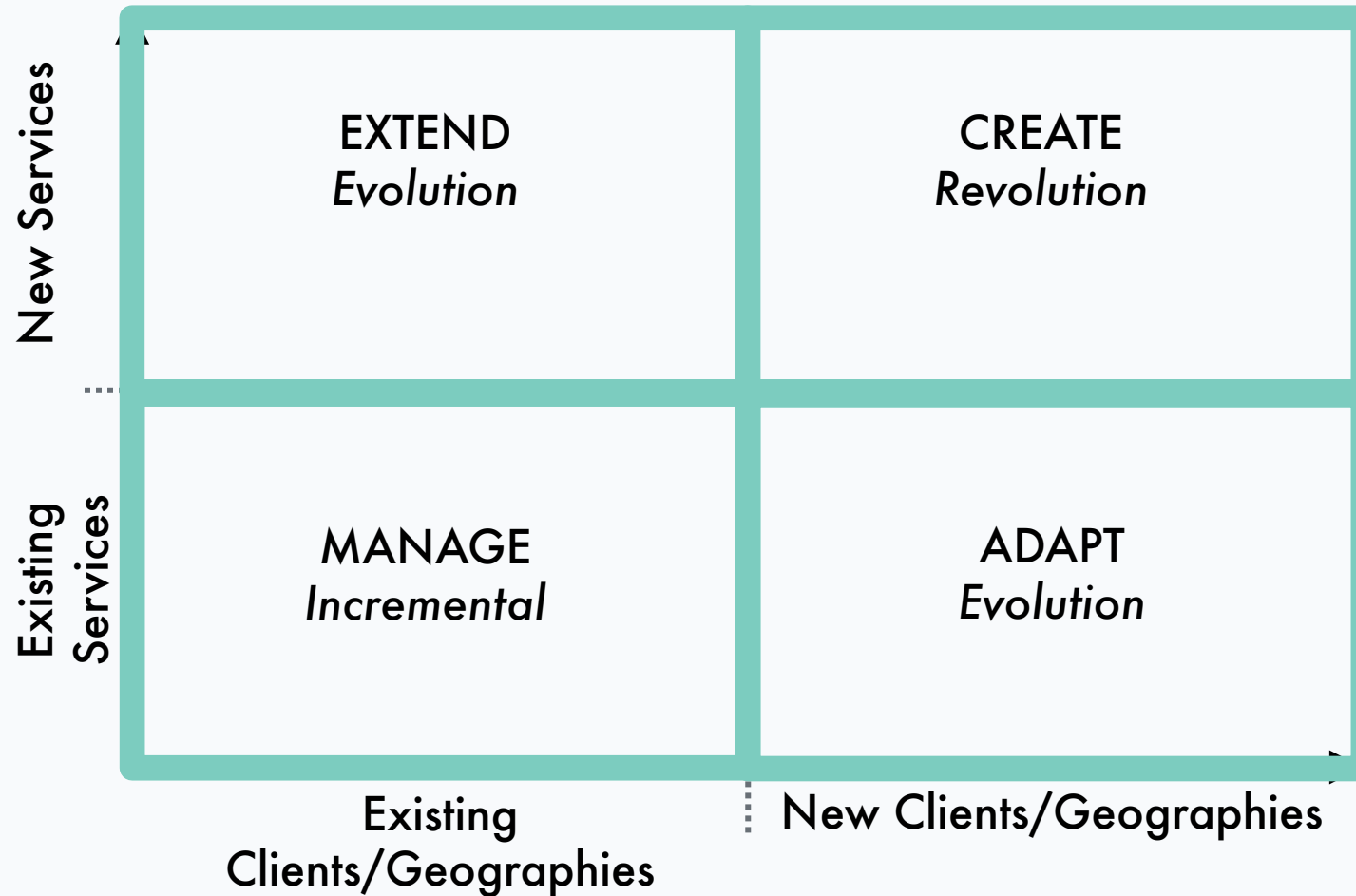




CRAFT THE RIGHT QUESTION(S)



CRAFT THE RIGHT QUESTION(S)



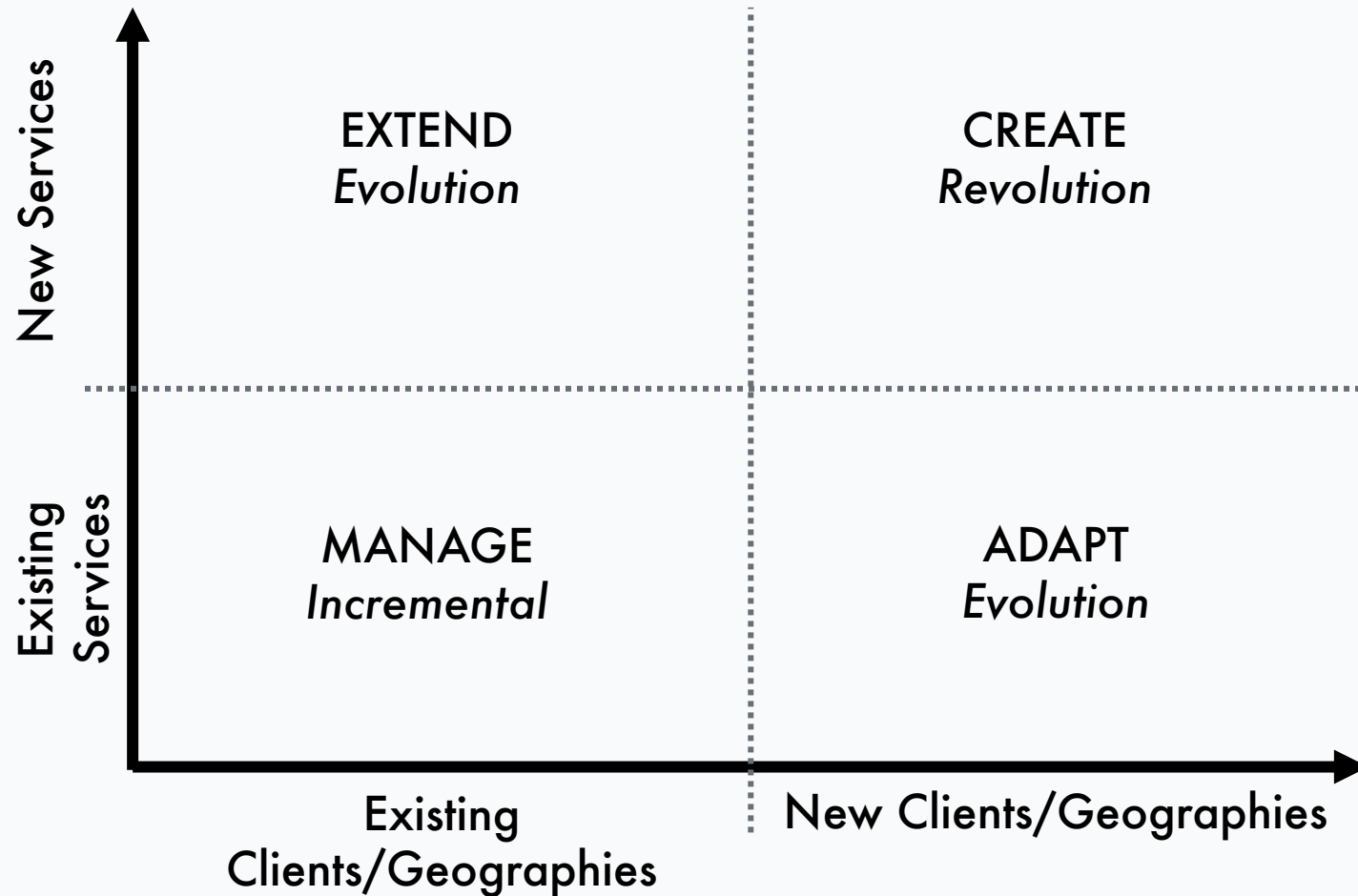
Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO



**WHAT TYPE OF GROWTH DOES
YOUR VISION CALL FOR**



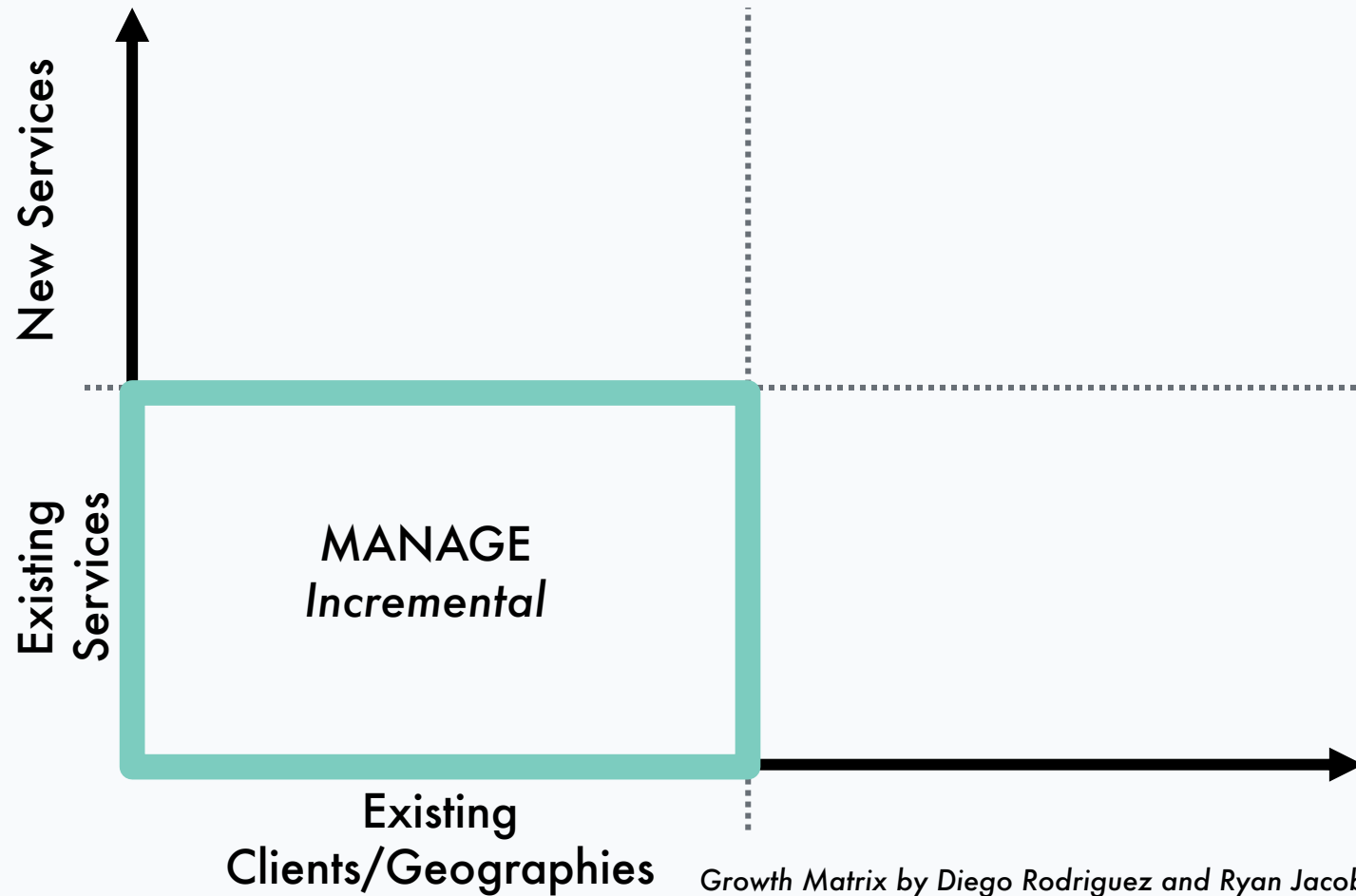
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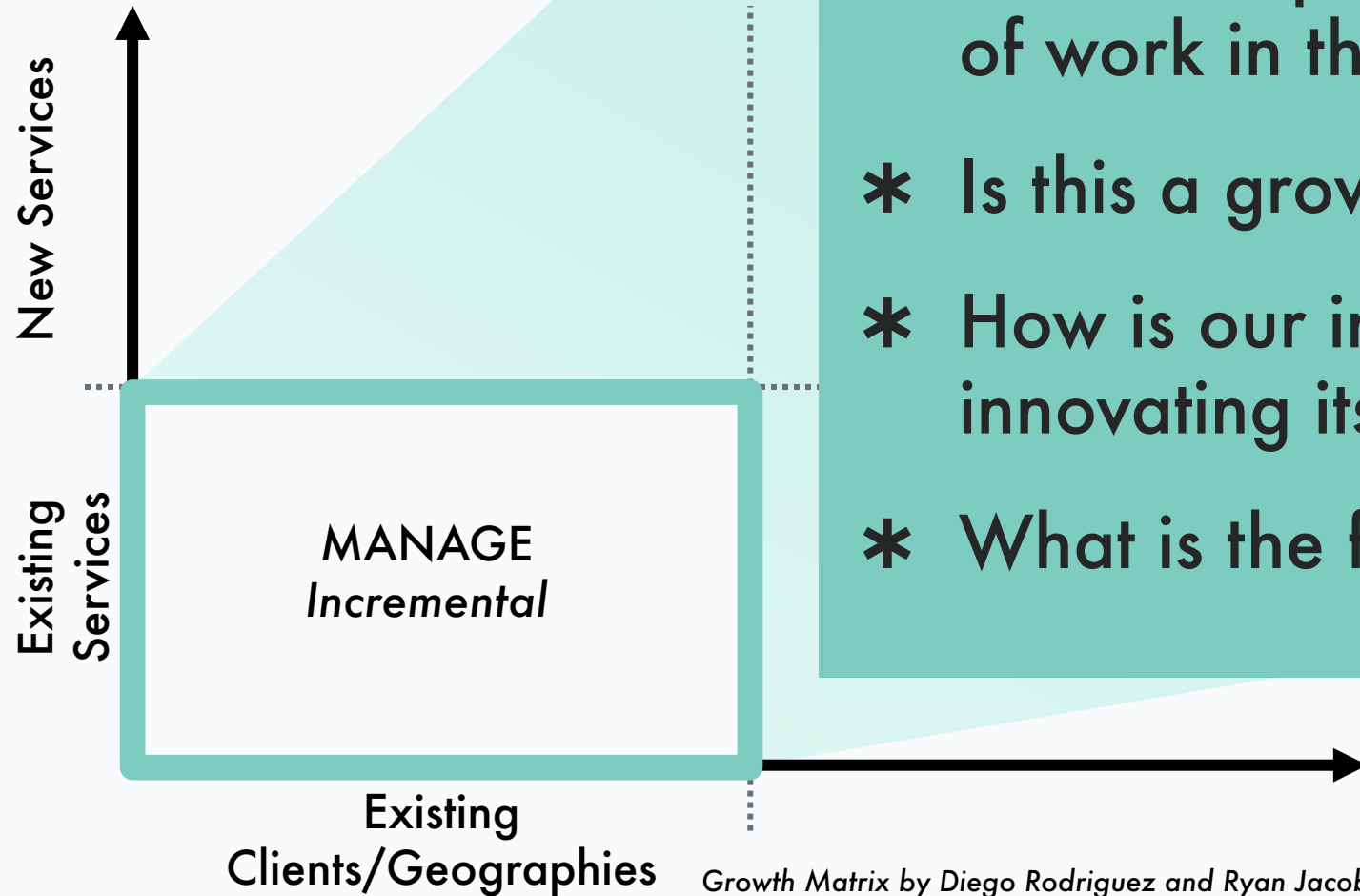
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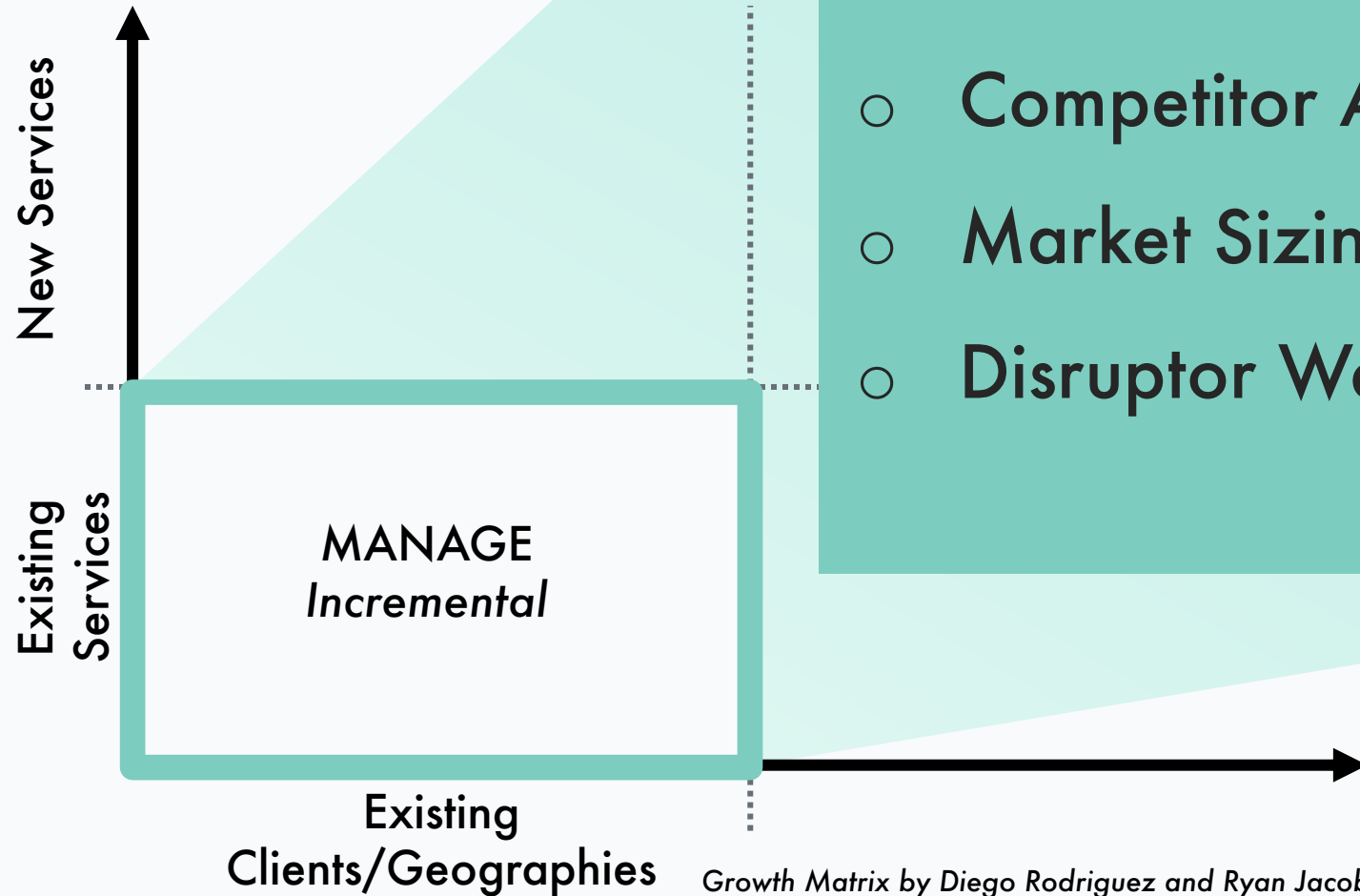
Q:

- * Are we capturing our share of work in this market?
- * Is this a growing market?
- * How is our industry innovating its services?
- * What is the future of...

Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO



CRAFT THE RIGHT QUESTION(S)



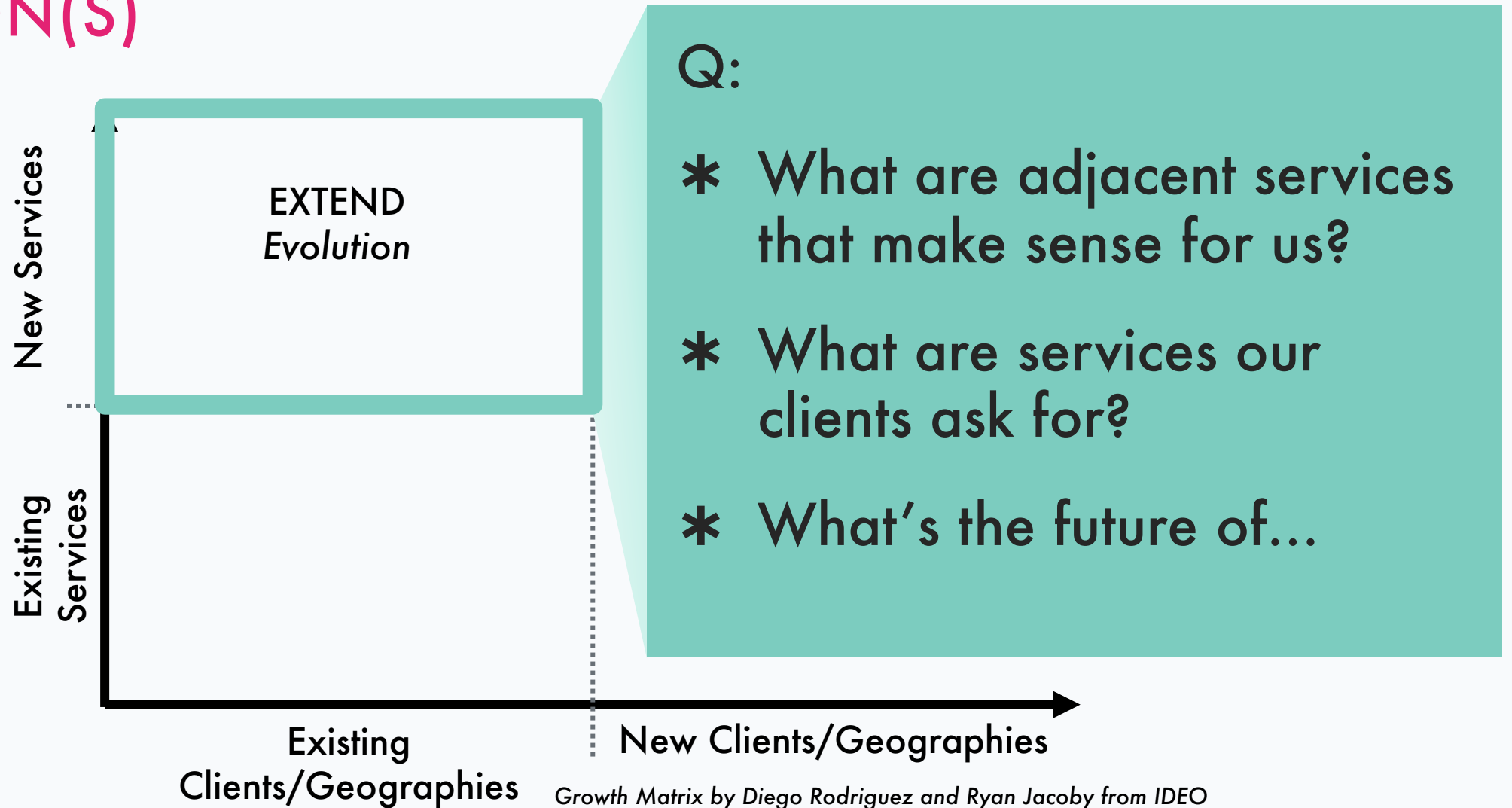
RESEARCH TYPES

- Satisfaction Surveys
- Competitor Analysis
- Market Sizing
- Disruptor Watch

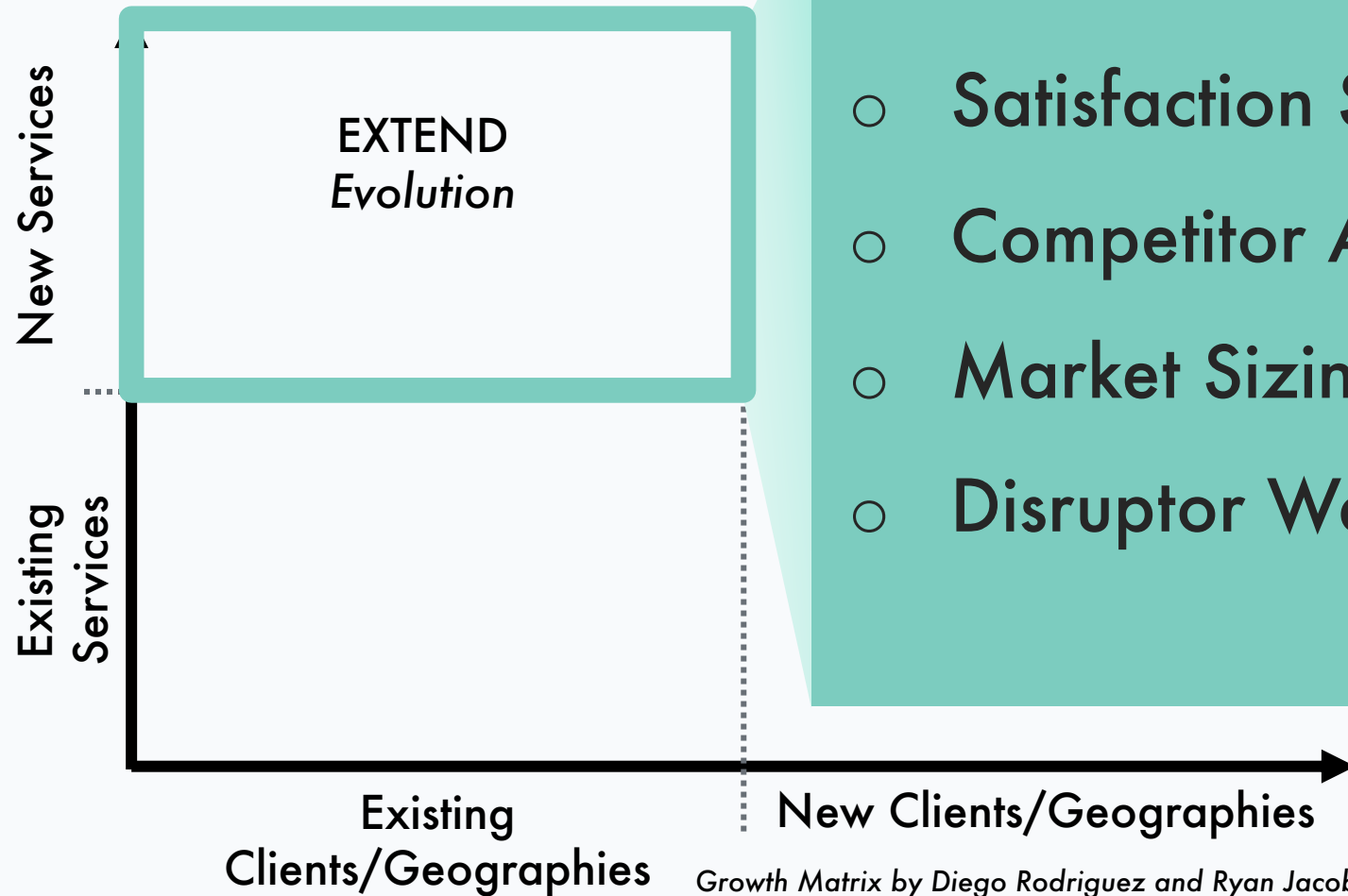
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CRAFT THE RIGHT QUESTION(S)



CRAFT THE RIGHT QUESTION(S)



RESEARCH TYPES

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CRAFT THE RIGHT QUESTION(S)

Q:

- * Are there potential clients within our existing sectors/geographies?
- * Are there potential clients who are new to buying our services?
- * Do we need to package our existing services differently to resonate with the market?
- * Do we need to partner?

ADAPT
Evolution

New Clients/Geographies

Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO



CRAFT THE RIGHT QUESTION(S)

RESEARCH TYPES:

- Market Size (and Growth)
- Persona Development
- Competitor Identification and Analysis
- Strategic Partner Identification



Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO



CRAFT THE RIGHT QUESTION(S)

Q:

- * Big Disruptors
- * Everything is new.
- * What's the future of...

CREATE
Revolution

- High-Level Market Trends, potential disruptors

New Clients/Geographies

Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO



CRAFT THE RIGHT QUESTION(S)

RESEARCH TYPES:

- High-Level Market Trends
- Potential disruptors

CREATE
Revolution

- High-Level Market Trends, potential disruptors

New Clients/Geographies

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PROVIDES FOCUS



ASK YOURSELF...

1. What is the Purpose of your research?
2. Does this effect the short or long-term strategy for your company?



IS THIS RESEARCH TO...

- Inform your pipeline over the next 12 months
- Grow an existing service or region over the next 3 years
- Grow thru new services or geographies over the next 3 years
- Understand market disruptors – both your market and your clients
- Be the market disruptor



**DEFINE YOUR PURPOSE -
CRAFT THE QUESTIONS**



TRENDS/DISRUPTORS

WHERE TO LOOK

- Deloitte/McKinsey
- Broker Firm Research
- Business Journals
- Sector Organizations
- Google

PURPOSE

- New Market Sector Growth
- New Services

HOW



WHO

- Marketing
- 3rd Party

INFLUENCES SHAPING AEC AND REAL ESTATE'S FUTURE

ECONOMIC AND CULTURAL

- Work from Home
- Affordable Housing
- Migration
- **Generational Considerations**
- Climate Risk
- Presidential Change
- Capital Markets



MARKET INDICATORS

WHERE TO LOOK

- Economic Forecasts
- Business Journals
- Purchased Data



PURPOSE

- New Market Sector Growth
- New Services

HOW



WHO

- Marketing
- 3rd Party

COMPETITIVE ANALYSIS

WHERE TO LOOK

- Business Journal Announcements
- Professional Association
- Social Channels – LinkedIn
- Their Website
- Strategic Partners

PURPOSE

- BD Intel. Pursuit Driven
- Geographical Growth
- New Market Sector Growth
- New Services

HOW



WHO

- Marketing
- BD/Principals
- 3rd Party



CLIENT SURVEYS

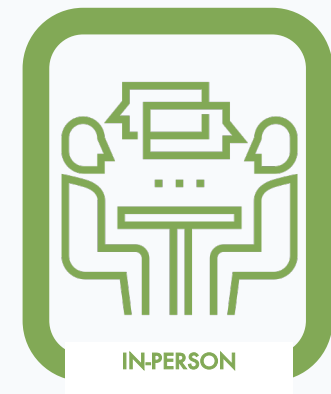
WHERE TO LOOK

- Previous Clients
- Current Clients
- Aspirational Clients

PURPOSE

- BD Intel. Pursuit Driven
- New Services
- Strategic Planning
- Rebranding

HOW



WHO

- Marketing
- BD/Principals
- 3rd Party

PERSONA DEVELOPMENT/STRATEGIC PARTNERS

WHERE TO LOOK

- Previous Clients
- Current Clients
- Aspirational Clients
- Strategic Partners
- LinkedIn

PURPOSE

- New Market Sector Growth
- New Services

HOW

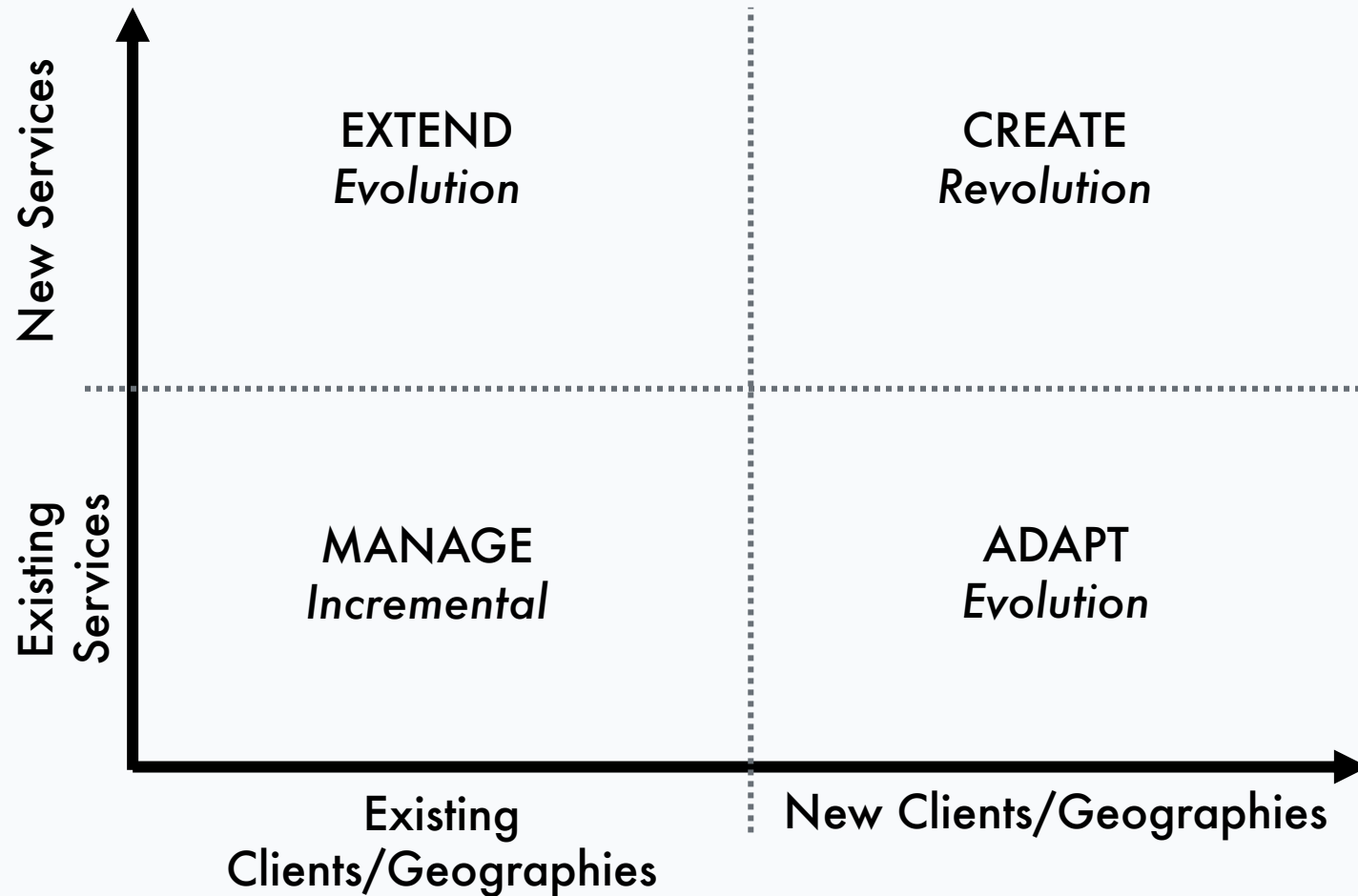


WHO

- Marketing
- BD/Principals
- 3rd Party



CRAFT THE RIGHT QUESTION(S)



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HIGHEST ROI RESEARCH TYPES

MARKET SIZING/FORECASTS

MUST understand your market to interpret purchased reports

SATISFACTION SURVEYS

They are the buyer. What do they want?

DISRUPTOR WATCH

Read business publications (think Deloitte and McKinsey), industry publications.

COMPETITOR ANALYSIS

Keep your competitors close and leverage your network. The best way to keep up to date is to survey your clients and prospective clients.



SIDE BENEFITS

- Develop thought leadership
- Evolve your brand
- Inform your future pursuits



CONCLUSIONS

Use the growth matrix to help you define the purpose of your research.



CONCLUSIONS

Position yourself as a market leader by knowing the market beyond your services.



CONCLUSIONS

**Use resources readily available
to inform the opportunity
for your business.**



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THAT INFORMS ACTION
WITH A DEFENDABLE WHY**



WHY MARKET RESEARCH AND WHY NOW?

Change is
constant and
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your compass



Q:

**WHAT TYPES OF RESEARCH
WILL PROVIDE THE HIGHEST
ROI FOR YOU THIS MONTH?**



Q:

WHAT ROADBLOCKS

CAN WE CLEAR?

WHERE DO YOU GET STUCK?



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