

Workshop #2 Agenda

What: **Quantify your objectives: Turn customer insights into data**

When: **28th May, 1:00 - 4pm**

Where: **Hotel Renegade, downtown Boise**

1

Intro & what to expect.

Making good decisions can be easy if you have researched your subject using quantitative and qualitative methods. I will walk you through how to prepare for your research, what's important in the discovery process, and how to synthesize and structure the information to share with others for influence.

2

Activity 1 - Research prep & how to interview.

I will share what's important about keeping your research organized, keeping your stakeholders informed along the way, discussing how every good interview follows an arc, and how you can feel confident engaging with your users.

Next, we will discuss how to conduct user interviews effectively. These tips will set you up for great conversations with anyone you interview or collaborate with.

3

Activity 2 - How to run a prioritization activity with your users.

- We will practice running a prioritization activity with your users. The activity can be a 5-10 minute exercise after you have heard "what's working, what's not working, and what users need on your future roadmap, and why."
- The goal is to know what's most important to your users and why.
- Why is this important? When you share well-researched data that quantifies your objectives into decision-making data from translated customer interviews, you can have favorable business outcomes that illustrate your leadership acumen.

4

Wrap-up!

We will wrap up the session with any final questions before you take the work you completed with you for future reference. Because we practiced these new methods, you will have a framework and new methods to use when you run these activities with your users to gather information that renders data for making decisions and earning trust with your stakeholders because of how you quantified and qualified feedback. I am always available for follow-up questions within my community or via 1:1 coaching. Reach out to me in [my community](#), or email me at hello@listen-evolve-inspire.com