Organizing for Success



Heather Hilgenkamp

Lead Analyst, E Source

Fall 2019 E Source Market Research Leadership Council

In which department does market research reside in your organization?

Two or more departments **A**

Market research **B**

Marketing **C**

Corporate communications **D**

Customer service **E**

Demand-side management or energy efficiency | **F**

Products and services **G**

Sales **H**

Other |

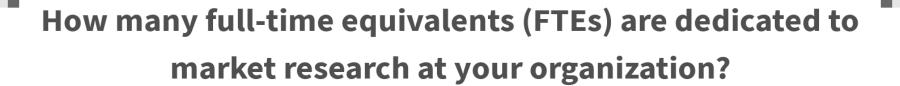
rt the presentation to see live content. Still no live content? Install the app or get help at <code>PollEv.com/app</code>



1 2 3 4 5 6 7 8 9 10 or more

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app





1 2 3 4 5 6 7 8 9 10 or more

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app



What is your annual budget for market research?



Group breakout

- Break into groups of two
- One-on-one interviews: 15 minutes
 - Ask each other questions from the organizational structure handout
 - Take notes to share with the group
- Ask for E Source help as needed

Interview questions

- What types of market research does your organization conduct? Why?
- Have the titles within market research changed over the years? If so, how and why?
- What is beneficial about your market research organizational structure?
- What is challenging about your market research organizational structure?
- How well does market research work across teams or with other departments?
- What are lessons learned, obstacles overcome, or successes with your current organizational structure?
- What recommendations or advice do you have for market research teams that are just forming or reorganizing?

What did you learn?

- What were similarities?
- What were differences?
- Thoughts on ideal organizational structure for market research?

Fun with markers

- Draw your organizational structure on the back of your interview question handout.
- Things to include:
 - Where market research lives within the organization
 - Reporting structure
 - Roles and number of employees in each market research area
 - Titles of individuals
 - Anything unique