

Organizing for Success



E Source

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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 **I**

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How many years has your organization structured market research this way?

1

2

3

4

5

6

7

8

9

10 or
more

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How many full-time equivalents (FTEs) are dedicated to market research at your organization?

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

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What is your annual budget for market research?

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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